



THE LANDGEEK

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

Today's Guest: [Tamar Mar](#)

Transcript

Mark: Hey it's Mark Podolsky the Land Geek with your favorite nichey real estate website www.TheLandGeek.com and super pumped for today's guest. But, before we talk to our guest I'd be remiss if I didn't properly introduce my cohost you know him, you love him, 'The Brain', 'The Professor', your Land Geek Flight School Sherpa; Scott Todd, from ScottTodd.net, LandModo.com and most importantly if you are not automating your Craigslist and your Facebook postings: PostingDomination.com/TheLandGeek. Scott Todd, how are you?

Scott: I'm good. I always feel like you're going to say and Marianne, like I don't know why but I feel like you're doing something with Gilligan's Island. Like the brain, the professor and Marianne, I don't know man. It's all good, man.

Mark: It's not a bad idea to bring it in.

Scott: Listen, we could just change that but then everybody will be like who's Marianne? So let's not do that.

Mark: Right. But you know who we do have on not Marianne, Tamar Mar.

Tamar: Tamar Mar.

Mark: Did I say that correctly?

Tamar: You sure did.

Mark: All right. If you don't know about Tamar Mar, she's an entrepreneur, investor and proponent of intentional lifestyle design which I'm very excited to discuss. She has nearly 20 years under her belt working the start to small business arena but she took the plunge and launched her own business and invested in others, and she often says that she is the CEO of her dreams. She consistently focuses on ways to maximize business opportunities and generates enough passive income to be financially free and curate the lifestyle she and her family desires. Tamar has been investing in real estate since she was 19, and has owned rental properties for more than 15 years. She's done a lot and she's actually like our doppelgänger in a way with this whole lifestyle design passive income thing and I'm really excited to talk to her. Tamar Mar, welcome to the podcast.

Tamar: Thank you so much. I'm super pumped to be here and I have to say that was a really, really fun intro by you all.

Mark: Well, thank you.

Tamar: This is going to be a fun conversation I can tell already.

Mark: You know, I'm really hoping it is but the first question I think is going to be a curveball for you.

Tamar: Okay.

Mark: Are you ready for it?

Tamar: I can do this. I'm ready.

Mark: When was the point in time in your life where you said to yourself, I'm going to intentionally create the lifestyle of my dreams? Was there any point where okay, things are not going the way I want and it's I'm bouncing around like a pinball and now it's time for me to take control and intentionally design it?

Tamar: So, there's that yes and a no. I am glass is almost full time type of a person all the time and ever since I was a little girl I've always been super optimistic and I laugh all the time and I just have always loved life and I always feel like life is wonderful. Where like that's just how I approach

things. I just show up with excitement and so, it's not that there was anything that was happening to me, that wasn't great but I think if I were to go rewind the clock back a little bit maybe when my kids were little. So, maybe about seven years ago or so when I started doing some personal development type of a work then, I started focusing more on actively looking to my future and making changes now to create an even more amazing future. Whereas before, I would more just focus on the present which when you're focusing on the future you also want to take action steps in the present to get you to that place.

But I think the personal development work led me to that place where I was very focused on writing out my goals every day and dreaming a lot bigger than I ever dreamt before; so no specific moment. I did have a moment very specifically and that was just over two years ago during a conversation with somebody where I realized I want to not be the CEO's of somebody else's dreams anymore. I was in the executive suite for a couple of startups companies, smaller businesses and I just realized I have done this long enough. I'm ready to pursue my own dreams and go after those and be the CEO of them because I know that once I was unleashed and not working for somebody else, then I could pursue them and reach my goals much faster. So that was a very specific moment that actually made me leave my job and I started going after this whole multifamily investing thing and switching from single-family houses.

Mark: Yes. So let's talk about that and The Marota Group, which you focus on acquisition of underperforming, multifamily and commercial properties. So of all the real estate niches, why that one?

Tamar: Okay. So, we've been doing single-family houses my husband and I, for years at that point and we had ramped up our investing game for about four years leading up to that point where we were buying houses on auction and sight unseen turning them into rentals. I just knew that at the rate we were buying them we were using our own money, we were using a HELOC 'purchasing them with cash' refinancing, rinse and repeat and it was taking as probably about every nine months we were getting a house and I thought that was going to take an awful long time to reach my passive income goals. So, I wanted to figure out a way to do that more quickly.

I'd been hearing about syndication for several years on Bigger Pockets and because I had worked at a regulatory solutions firm on Wall Street, essentially which we went into the world's largest financial institution and solved regulatory hurdles as pertaining to their technology solutions and other problems that they were having, I really understood the law and regulations, and finance and everything that I heard about indicating was a

combination of those things and then making a lot of friends in the industry and raising capital and putting it together. Then, with my operations background as a COO, I realized that a multifamily asset every single one is a small business. So, really the bottom you need to do is increase revenues, decrease expenses and improve overall operational efficiency.

So, between all of that experience I thought it's a no-brainer for me to go and start a syndication business with all this experience I have. So, that's why I did it and it's not that I ruled out all these other ideas. It's just that when sometimes there is an option that comes into your path and you start looking into a little bit more and it seems like the right thing to do and it felt like the right thing to do for me.

Mark: I love it. Scott Todd, what are your thoughts?

Scott: All right. So look, I've looked at multifamily. Like, I look for what you're talking about because I think there is, even though we focus on land a lot the reality is that it's so easy to get shiny object syndrome and then hear something like, oh syndication or you hear all these stuff. So I'm not going to lie, I've gone out and I've like perused listings or whatever looking for that type of a deal and clearly I don't have the education that I need in order to find the deals. I mean like the syndication part, I know it's not easy but at the same time I know it's not impossible to do. It's just really getting the paperwork done and then finding the people who can invest in it. But, it seems like multifamily is so competitive and I don't see the deals, like I don't see them. How do you source them or how do you find them? You know how would somebody get started in that kind of a strategy?

Tamar: Yeah, I really believe... A very good point and it is super competitive game and it really depends on the market that you're in and the size of the deal that you're going after and who your competitors are and knowing how to work with them, knowing how other people put in offers and making competitive offers that don't throw you under the bus. So, how do I find them on? I'll be honest, I haven't felt like it's been super competitive for me and I think that it really boils down to having great relationships with brokers and one of my biggest philosophies in my business is outsourcing everything that I possibly can. It's not everything by any means, but it's the things that are more complicated and take more time. So for instance, outsourcing my loans to a mortgage broker that they have the relationship with 70 different banks and I don't want to, nor do I have time to because that's not what I want to be spending my time doing. With brokers - with real estate brokers, they spend their time a hundred percent of their time trying to find deals and so, they're making relationships with the owners and everything like that. So, there's a lot of folks out there that will do mailers or

they'll go driving for dollars and I go and look at neighborhoods but I won't spend my time going and doing mailers because it's not the best use of my time.

If I can show up and fly to a new market or drive to a new market repeatedly and get in front of brokers and have a great relationship with them in essence, build a friendship with them and show them that we want to create win-win situations. Who are they going to want to do business with? They'll want to do business with the people that they want to hang out with and they trust and they know that they can perform. And so, part of that of that is just communicating what you're capable of and what you've done in the past and then just repeatedly getting in touch with them and saying I want to see everything that you have within this criterion. When they send over something that doesn't with my criteria but this would meet my criteria let me know if you have anything else. Getting in touch with them for a market evaluation what's changing in the market, let me know what's going on, talk to them about their kids birthdays or how was skiing last weekend; just be personal about things.

So, that has been the number one tip that I've found that has been the most helpful and even though my very first multifamily deal was on LoopNet, my second one was an off market deal, my third one was an off market deal, my next one was through my multifamily investor connection. Like, throughout the country I'm just involved in networking throughout the country with other investors and I found my other deal that way. The deal that I'm getting ready to get under contract on right now, it's from flying out to a new market, meeting with some new brokers and they brought me an off market deal. So, there hasn't been the super crazy competitiveness that I think other people are seeing and that isn't to say there's lots of other deals that come my way that are just not good. There's that stuff that happens as well, but the deals I've gotten under contract have not been very competitive for me.

Scott: Yeah, I think that's kind of the challenge that I see is. It's like I see these things and it just seems like there's a lot of all them that just aren't as great or don't meet the criteria that I'm looking for.

Tamar: Really?

Scott: I guess it seem like and look I'm not [00:11:50] [indiscernible] and then I know it. But, you know essentially, if my only source is [LoopNet](#), I've heard like numerous times that [LoopNet](#) is like the garbage can.

Tamar: And just a small portion of properties that are listed go on to [LoopNet](#) not nearly half of them go onto [LoopNet](#). So, it's not a great source of information.

Scott: Yeah. See that, I think is kind of the missing component.

Mark: Yeah. I mean to echo Tamar's point it's a cliché, but it's really so true is that real estate is a relationship business.

Tamar: It is.

Mark: So, often times you'll see people who wanted to go into the numbers of it, but the numbers you won't get the numbers until you have the relationships and the relationships have to come first. So, the next question then to Tamar is, what's the worst advice you see or hear given in multifamily investing?

Tamar: Okay. So, I have to say that's a tough question for me to answer, because I filter out that sort of stuff all the time. How you just have this thing where you pay attention to the things that really matter and make a difference in your life. I do that so much that I don't even remember the really bad stuff, so I don't think I can even come up with something right there.

Mark: Yeah. I mean if I had a guess, it better be something to do with funding or you know something like that. Do your first deal with X like something like that, if I had to guess, I don't know.

Tamar: Well, I would say do your research on funding specifically. I think you're going to have different perspectives from your mortgage broker or the bank versus economists and other successful real estate investors that are out there that have been doing it for a really long time. So, there's a reason why I pay attention to people who have been in the business for 10, 15 or 20 years, they clearly have some solid advice to offer.

If you're listening to a mortgage broker they might say, well why don't you just take the three-year note or the five-year note this might give you a better rate, whereas if you go for a 10 year note it's going to be this much more expensive and that's going to be harder to refinance out of it. Whereas, in my mind right now I'm thinking I want a longer note, I don't care if I'm paying a little bit more for interest because I want to make sure that I position myself accordingly with a market correction and I'm not stuck with a note that's due in five years, where we might have a downturn in the economy. So in regards to advice, I never take advice from one person and

then completely trust it. I always validate by many other sources and I listen to so many different podcasts, I read a ton, I follow the economy and politics and everything else that's going on. So, you have to really get information from a bunch of different sources instead of just going to one person who is maybe a leader in this space and trusting everything that they say.

Mark: Yeah, I love that. Scott Todd?

Scott: Yeah. I think that there is relevant stuff that you just said. Like, kind of deciphering from multiple sources because, look we all have our own experiences and we all have our own ways of doing things but it's never really the one way fits all. There's not just one expert. So I'm glad you actually said that.

Tamar: Right.

Scott: I think that kind of, that there's this cool opportunities to do what you're doing in terms of the syndication. I think that we're going there, but I want to know like you how do you get going in front of a broker when you don't have that track record or it's your first deal? Like, you go to the broker and he's going to want to know what have you done before? I have invested in land. Okay, cool or I've done nothing. Listen, I want to break free, I want to be like you, but yet I want to leave my corporate gig. How do I leave my corporate gig and break that cycle if I've never done a deal? How do you start? What do you recommend to people?

Tamar: Okay, so I have two things that I like talking about here. Number one, you have to have confidence in yourself before anybody else will believe you. So, work on that first and if you do not believe in yourself, nobody else is going to believe you. So, I like walking into a place like I own the place. It's not from a cocky sort of standpoint but just shoulders high, smile on my face; I'm excited to be there. This is what sort of value I can bring. So that's number one, have confidence in yourself and if you don't, you better start working on it right now.

Number two, any experience that you have in this life led you up to the moment that you're at right now. So, how did I get my first deal and how did I convince brokers to work with me? Number one it was confidence, and I told them exactly what I was going to do, this is my plan and I made them believe me and I also outlined what I've done in the past. Which was just kind of what I told you guys, before I've been in the small business and startup arena for 20 years, I've done investing before, I'm transitioning to this space? This is how my past experience directly relates to what I'm going

to do in the future and I made it so easy for them to understand and that they couldn't but want to be part of the journey.

Number three - something that I've really started doing lately is when I show... like a couple weeks ago I flew into Arizona to go check out a couple markets down there. I didn't have any deals lined up, I just wanted to start building a team and I told people everybody that I met with, I want you to be part of my team. I want to help you reach your goals and I would love it if you help me reach my goals. My goal this year is to acquire \$20 million worth of real estate. Are you on board? And every one of them is like, "Heck yeah. I'm on board, let's do it." Like people, if everybody is helping each other out there's no room for others to fail. They just build, continue to build each other up and see how you can add value to their life.

Scott: All right, one follow up question. I'm sorry to monopolize Mark, I'm just interested in this. Like, okay. I go there, do I need to have the investors lined up first or the deal lined up first? Like, what am I doing? Chicken or the egg?

Tamar: Neither. I didn't have anything lined up. I hadn't started talking to a single investor before I got my first apartment complex under contract and that's because I told everybody that I was going to have my first deal under contract six months down the road, but today I'm doing, I'm learning everything I need to learn, I'm meeting with people, I'm getting all my ducks on a row. So fast forward maybe three weeks later; I find my first deal, it seemed too good to be true and I was like, no I can't put in an offer on this. I haven't started talking to any investors. We weren't going to do this for like four more months but I stopped myself and I said nope we're doing it because for me taking action is what makes me take more action.

Scott: And then, what did you do?

Tamar: And I got it under contract, the very first building I ever put an offer on although there were five offers and I won it and then I started reaching out to people after that. So, it only took me three weeks to raise the capital for it on that first one. Now, I can raise capital within a couple of days for a deal. But I mean everybody knew that we had been investing in real estate for years it was just a transition of, okay now I'm looking for partners to join me along for the ride and it forced me to reach out to people that I hadn't reached out to before and to start going to networking meetings like crazy, which I had also never done before.

Scott: All right. So, you used your own network and you went to like REA meetings or whatever to find those investors.

Tamar: Yes, yeah.

Scott: All right, good deal.

Mark: Scott, tomorrow will be hustling.

Scott: Mark, I'm tell you man like I get. Like I'm interested, I want to learn from the best, here we are.

Mark: Yeah, so that leads me to kind of an off the wall question.

Tamar: Okay.

Mark: What do you believe is normal or wise or cool that other people think is crazy?

Tamar: I'm so sorry you guys, my dog is barking at a neighbor. Can you repeat the question?

Mark: Yeah, we both have dogs we get it. So, what do you believe is normal or wise cool that other people think is crazy?

Tamar: Oh. What is normal, wise or cool that other people think it's crazy.

Mark: Yeah.

Tamar: Books. I love books. It's such a silly answer, but like last year I read almost 60 books and they're all different variety and I get up at 4:45 every morning and I spend an hour on myself over here with my coffee.

Mark: Now we're talking crazy. Okay, now we're good.

Tamar: That's crazy, and I get up to read, to study every morning and it could be on ancient history or a business book or a real estate or personal development or spirituality or a fiction. Like, right now I'm reading fiction that's from 1800s, I've been doing a bunch of that to do some historical fiction. It propels me forward so much money when I spend time studying and yes, I get up and do it early so that I make myself do it and it starts my day off in a wonderful way.

Mark: I love it. All right, so tomorrow you're going to go to an island.

Tamar: Oh, okay.

Mark: For a month.

Tamar: I like this.

Mark: And you can only bring three books.

Tamar: Okay.

Mark: Which three books would you bring?

Tamar: Okay, I would bring *Walden* by Terrell, I would the Bible and I would bring *Les Miserables*.

Mark: All right, very good. Scott, do you have your three books that you would bring on a desert island?

Scott: Oh yeah, I have.

Tamar: What are they?

Mark: What are they?

Scott: One, I would bring *Dirt Rich*.

Mark: You know, what flattery will get you everywhere.

Scott: I know man, that's why I did that. Of course, it's like give me that way I can pass it out like I come across someone or if I'm talking to...

Tamar: Oh my gosh, there's his book right there.

Scott: I was talking to Wilson. See how I put that in there for you Mark, it's product placement. You'll send me the check later, right?

Mark: I will absolutely.

Scott: Okay, now really I would take *The Success Principles* by Jack Canfield. That is by far my... every time I read that book, I get something out of it and it like lifts me up. It's the guy from the *Chicken Soup For The Soul*, I love that book.

Tamar: Yeah.

Scott: I would take... I don't know. Right now Mark, I would take anything by just something to read. For like entertainment, I would take like a Patterson book, a James Patterson book i don't know which one just pick one. He has got so many just pick one.

Tamar: There's is only about 700 that you can choose from.

Scott: Yeah. I mean just throw one in there I think I would be okay. And then I think I would take, Think and Grow Rich by Napoleon Hill, only because I like the older references where he talks about Charles Schwab, and kind of the people from America of the day or back in the day. I think, it's kind of cool to read about business history and so, I would take that one.

Mark: Nice, very nice.

Tamar: Have either of you watched side note *Men Who Built America*? If you like that, you would really enjoy that show.

Scott: Noted, I'm going to go watch it.

Tamar: It's a history channel documentary and you would be fascinated with it, it's great.

Mark: Oh great, great all right, well Tamar this has really been a phenomenal podcast and I think your mentorship has been really valuable.

Tamar: Thank you.

Mark: But we're now at that point in the podcast where we're going to grill you with one more question. Your tip of the week: a website, a resource, maybe another book that you would recommend for the Art of Passive Income listeners to improve their businesses, improve their lives. What have you got?

Tamar: You know, talking to some folks this week when I was speaking at a local real estate club, I realized how few people reach out to brokers. I did a survey about 70 people in the room and how many people reached out to 10 brokers a month there was nobody. Five people a month, five brokers a month there was probably three people, two brokers a month there was probably five people. My goal this month is 50, I'm reaching in making 50 personal connections with brokers because I have massive goals and so, I think you need to elevate your goals and your daily tasks to reach your future self. So, if specifically if you're looking at real estate and you want to find more deals, either it's a wholesaler or wholesalers or brokers start

reaching out to them like crazy and whatever you think you need to do, multiply that by 10.

Mark: I love it. You know what if... I don't know how this is going to sound but Tamar Mar, you are almost like the Grant Cardone of multifamily.

Tamar: Oh, hardly.

Mark: The 10xing, the energy. What do you think Scott, is that a fair comparison?

Scott: It could be yeah. I could be.

Mark: All right.

Tamar: Well, I do have boundless energy, this is true except to 8:30 at night then I fall asleep sitting up often actually.

Mark: You know, if I was up at 4:30 I would be too.

Tamar: Yeah, that's true.

Mark: So Scott Todd, what is your tip of the week?

Scott: All right, Mark. I want everybody to get a good night sleep and so one of things I want to do to help you get a good night sleep is, I want you to check out, I'm sure you've heard of the mattress company Casper. I don't want you to buy them at Casper mattress, I mean you could if you want to but check this out. They have what's called a glow light, so if you go to [Casper.com/glow-light](https://www.casper.com/glow-light), glow light. Here, I will put it in the chat for you. Okay check this out. I'm going to put it in the chat really fast, here we go boom. This thing is so dang cool, because what it will do is basically it helps you like, you go to your bedroom and you like turn on all the lights, getting ready for bed or whatever and then you want sit down and relax or decompress a little bit or do a little bit of reading. This thing will start off blight. You just lift it up, turn it upside down, it comes on it, it will slowly dim down time for your bedtime. When you want to wake up in the morning, it will begin to brighten up the room, waking you up. So, it's for teenagers that want to fight you on waking up. Check out the glow light.

Tamar: Woo, nice tip.

Mark: This is a great tip.

Scott: Yeah.

Mark: Sun of gun.

Tamar: Sun of a gun, Scott.

Scott: Let me tell you what happens in my household man like, a little household talk here. What happens is my bedroom or our bedroom is like right off the kitchen there and so, we tend to keep the door kind of cracked or whatever but all of a sudden, someone will want to get like a midnight snack. What goes on is they'll go in, they'll turn on the lights, the lights from the kitchen like busts into the bedroom. I don't how light bounces off all the walls and everything it bounces of dah, dah, dah it does this next thing, you are like half-awake or whatever. They can carry the light with them, it's like the little night light then they can carry it with them, the can see, the can go back to bed. It's peace and quiet.

Mark: That's really good. My middle has a hard time waking up in the morning. Like, we listened to his alarm for like 30 minutes this morning loud, right in his ear nothing, we don't know. I promise you we are not giving him [00:28:03] [indiscernible] before bed. Like, he's just sleeping through his alarm, it's crazy. So, I'm going to get him this glow-light see if will help.

Tamar: It's time for a new solution for your middle.

Mark: Something, yeah. We've got to do something to change but my tip of the week, I've got two tips of the week. My first tip of the week is, the best of the week which is learn more about Tamar Mar, at MarotaGroup.com and I'll have a link to this in our show notes. MarotaGroup.com, and there's lots of resources on the MarotaGroup.com.

Tamar: Yeah, like my podcast too. I have a podcast, it's called *Investing for Life*. It's about the crossroads of entrepreneurship, investing and intentional lifestyle design. So feel free to check that out if you want.

Mark: Yeah, absolutely and I think Tamar, you should have Scott and I on the podcast, because we are the living personification of land investors living a lifestyle of design. For example, Scott's a pilot.

Tamar: Ah, that's so sweet. My husband is taking pilot lesson.

Scott: I became a pilot.

Mark: He became a pilot.

Tamar: You became a pilot?

Scott: I wasn't a pilot and then I had all this time and I had the economics and the time free to go do it. The next thing you know, I'm living out a childhood fantasy to learn how to fly plane. I learnt how to fly a plan in five months.

Tamar: That's so cool. My husband literally just started like three weeks ago, because I told him. He turns 50 in 18 months and my goal is to be able to retire him three weeks before his 50th birthday and we got him for Christmas flying lessons. So, he just enrolled in ground school and he has a big test tonight. So he says, "Hey babe, I'm just going to start flying to all of your like, when you're flying to your properties I'll be your private pilot." I'm like sweet, that's good.

Scott: Yeah.

Mark: There it is. That's a great right off. You're going to need the depreciation of that a private plane.

Tamar: I know.

Mark: So, that's great. My other tip of the week was, I didn't get a chance to say my three books but I've got like so many books and if you want to check out my reading list, go to [Amazon.com/shop/TheLandGeek](https://www.amazon.com/shop/TheLandGeek). So you can check my reading list there, lots of great books that I think any one of them will move the needle in your life and these are actually also a compilation from our Land Geek coaches and the books that they like as well, if you go to [TheLandGeek.com/ReadingList](https://www.TheLandGeek.com/ReadingList). And I will say that today's podcast is sponsored by Flight School. If you want to learn more about how to take Flight with Scott Todd, go up the land investing, he is your Sherpa, over 800 deals, he's going to help you get there quickly, safely, efficiently to learn more at [TheLandGeek/Training](https://www.TheLandGeek.com/Training). Tamar Mar, are we good?

Tamar: We're good. You guys are so much fun and I can't wait to have you on my show.

Mark: Phenomenal. Scott Todd, are we good?

Scott: We're good, Mark.

Mark: All right. Well, I want to thank all the listeners and just remind them the only way, the only way we're going to get the quality of guests like a Tamar Mar, to come on this podcast is if you do us three little favors: you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of your review to support@TheLandGeek.com we're going to send you for free our \$97 Passive Income Launch Kit course. So please do that. All right Scott, are you ready?

Scott: We're ready man. Ready one, two, three.

Mark & Scott: Let freedom ring.

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