



# THE LANDGEEK

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

**Today's Guest: [Kyle Knab](#)**

### **Transcript**

**Mark:** Hey, it's Mark Podolsky, the Land Geek with your favorite nichey real estate website [www.TheLandGeek.com](http://www.TheLandGeek.com), and we are super excited for our guest today. Because he is a former Land Geek client and a current Land Geek investor and he's doing something else. 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, Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com) and most importantly if you're not automating your Craigslist and your Facebook postings [PostingsDomination.com/TheLandGeek](http://PostingsDomination.com/TheLandGeek) and he's dropping knowledge bombs. Knowledge bombs baby, check out [InvestorNinjas.com](http://InvestorNinjas.com) learn everything you want to learn. Scott Todd, how are you?

**Scott:** Mark, I'm great. How are you?

**Mark:** I'm great. Just a little reminder, today's podcast is sponsored by Flight School learn how to take your land investing to the next level. Schedule a call got to [TheLandGeek.com/Training](http://TheLandGeek.com/Training). Today's guest is Kyle Knab. If you know about Kyle; Kyle came to us in his... How old are you, Kyle? Are you like super young?

**Kyle:** I'm 25, just turned 25.

**Mark:** He started at 25 got into coaching and how long did it take for you to quit your job?

**Kyle:** I would say, a year. Just about a year.

**Mark:** About a year, okay, and now you're still doing your land investing. Like tell us your last deal.

**Kyle:** I just had a nice wholesale deal this morning. Low return only a hundred percent but I profited \$2500 off it. So it was a pretty nice, quick...

**Mark:** I love it when someone's like, "it's a low return only 100%". I know we won't make fun of that return Kyle.

**Kyle:** All right, thanks.

**Mark:** So Kyle, you're making all this money but most importantly, I would argue, you've gained a lot of time. So, kind of walk us through your journey and what your days like now and what are you doing with yourself?

**Kyle:** Yeah. So, when I first started, I was a waiter for a local olive garden, struggling to get by and not stumbled upon you and your coaching system. I went through coaching and it was an amazing experience. I think halfway through I was able to quit my job and do this full time. I worked closely with Tate. He was a huge help, turned me onto wholesaling. Talked a little with Mike Zaino about that as well and that's really what kicked it off for me and now I'm just making passive income and have everything automated with your system and it's amazing. I have so much time on my hands now.

**Mark:** So, how many hours a week do you work in land?

**Kyle:** I tried to at least commit about two hours a day. So, about 14 hours a week probably, 10-14.

**Mark:** 10 to 14 wow.

**Kyle:** And it's really just phone calls and answering some important emails and that's really about it and new market research.

**Mark:** Phenomenal. So now, what are you doing with this extra time?

**Kyle:** All I like is to be busy. I don't like having all the free time and all of my friends are working full-time jobs so I don't really have anything to do when I have this free time. I decided to start another business in web

development and programming. Someone told me to learn to code or I think I heard it somewhere. So I learned how, and there is a problem on my mind with land investors paying a ton of money for these websites or paying a service fee or a monthly fee for their websites or just having not so good of a website. There is no real good template out there for good land investing websites, so I decided to jump in and build a nice land investor website template as a side project and it turned out to be really nice and we have interest for them.

**Mark:** Nice. Scott Todd, what are your thoughts?

**Scott:** You know, Mark, that's the cool thing. You go through this process like, I know Kyle was one of them, I was one of them man you're like you are doing your day job. You're like, how do I get out of this thing? How do I get out of this day job and then you think like man when I get out of this day job I'm not going to do anything, like anything. I'm just going to be like a bum and that's cool for like maybe I don't know, the first couple of months maybe that long I don't know. Like you did it Mark, like Kyle did it, I did it and those other people did and then all of a sudden what happens, you start to realize exactly what Kyle just said, man all of a sudden I've got all this free time on my hands and what am I going to do with my free time? Well then, you start to work on these side projects, these things that they bring you joy in some aspect that it's not about the money. Like, we go to our day jobs and we work. See, what Kyle is doing there is he's doing something that he loves okay, for fun and all of a sudden it doesn't matter. It doesn't that he's got customers that need his services or not, it doesn't matter if it pays the bills because all of a sudden his land business handles the bills. He's just got a hobby okay, that he can make more money on and I think that's what a lot of people miss out and if Kyle really wanted to be smooth, what he could do is he could use the same principles that we taught him in The Land Geek coaching to like to begin to outsource that work and then all of a sudden he's onto his next project. So, he's got this project and that project. Next thing you know, he's got more websites than I do.

**Mark:** I mean let's not go crazy, Scott. I know like, while you're talking you're probably registering a new domain, but Kyle, you know, I know you know how to code and you know how to develop, but you really aren't doing the work, right?

**Kyle:** No, I have a partner that handles most of it and we also, we outsource a ton to VAs and we use Upwork and Fiverr a ton as well.

**Mark:** See, you're doing it.

**Kyle:** I work on all the updates to our sites, all the improvements we make. I write the code for all the cool features that we have and all of that but for the most part a lot of that is beginning to be automated as well and our marketing isn't. We are working on a couple of more things to be outsourced.

**Mark:** All right, let's just get into it like, convince me. You know, Trevor Mauch was on the podcast talking about [InvestorCarrot.com](http://InvestorCarrot.com) these guys specialize in real estate websites, they've been doing it a while. Why you know your service and not Investor Carrot or something similar?

**Kyle:** All right. I'm going to start off by telling everyone you don't need a website. You definitely don't need one if you're just starting off you haven't done a deal yet don't build a website, don't buy a website. Just do what you guys teach; make a couple of sales and then once you're rolling, you have extra time and money then that's the time you're going to want to get a website.

The main difference is between Carrot and Lead Propeller and all those guys is we, I believe in like monthly payments for certain services but for a website, for something that you own that's yours I don't like the monthly payments that you do because you never really own your website. If you stop paying them it's not yours, they'll take it away and with us it's just a one-time fee and it's yours for life. It's built custom to exactly the specifications you want and it's a very land specific, while the other ones can kind of be a little mixed in with real estate, housing and stuff like that.

**Mark:** So, how is the website structured so that it is land specific? Can you give us some examples?

**Kyle:** Yeah, absolutely. So, when we build them we have a specific area for your down payment, your monthly payments, a link to send you to GeekPay where they can pay right there, it's all plug and play. We make easy custom fields on the backend, they specify what you're supposed to type in there like property description, pictures of your land you plug them right in, it posts them really nicely. We have a nice property detail sheet that says everything from, does it have a well or sewer around the property, all the way to the property address, elevation all kinds of stuff and we customize that to exactly what each individual person wants on their website and also the best thing is, the custom website we build it with WordPress. It's a WordPress site, but it's built custom from scratch so you actually, use the WordPress backend which makes it very user friendly when you're editing your site.

**Mark:** Very cool. So, I can understand like is it a template because we wouldn't want everyone's site to look the same. For example it's very, very important to me that my site looks way more beautiful than Erik Peterson's at [LandOpia.com](http://LandOpia.com) right. So, how do you make sure, like, if I hire you to build my site with the sole focus being just make it better than Erik's, how do you guys do that?

**Kyle:** So, some parts of it is a template, but the cool thing about coding and stuff like that is there's this thing called CSS and it can really change the color, the design, the layout. We really make every sight look different. In the beginning I wasn't really thinking of that, but I thought you know, let's make every listing page the same, my business partner actually told me that's probably a bad idea and I agreed. We don't want every website to look the same so we decided to go with the full custom design from the beginning. Every homepage is different, we usually go off the person's logo if you have one or we can give you a logo based on your business name. You pick the colors that you want to go with and we basically build you a custom website and you tell us what you think. If you like it, you like it, if you don't we redesign it for you in an unlimited amount of time since you're satisfied. Each listing page can be different. We never use the same colors, we never use the same layout. Everyone's website is going to look different, but the main key features and details are going to be the same and easy to edit and customize.

**Mark:** Awesome. Scott Todd, what do you think?

**Scott:** You know, I mean, that's the thing it's like, you know people like to do things themselves right. We all like to do things ourselves and when you're starting a business and that's what you're doing, when you start a land investing business is you're starting a business. You're going from zero infrastructures to infrastructure needed. Well, the wrong time in my opinion, the wrong time to go worry about a website is when you get going. Like, too many people are worried about the logo. Oh, I've got to make my logo look good. I've got to tell you something, like the logo is the last thing that people care about because they don't really care about your company being polished. What they care about is you being you. They want to work with individuals not companies, that's why they shy away from the brokers and the big firms and whatever. They don't want to deal with the bank or a polished company. They want to deal with Bob down the street. So, once you get going, then you can try to learn all these stuff, you can try to learn all these stuff how to code and everything. But why do that, when you can just go to somebody that one is a lot better at it than you are. You know, like, if you want to start to get polished well great, go get polished but in the beginning don't even worry about getting polished until man you've got

some deal flow and you've got some passive income coming in that's the last thing I think you need to worry about. So then, what you do is you go and you get polished at the right time but use somebody that knows what they're doing. Like, you're not a master graphic artist like Erik is a graphic artist. Well man he enjoys it, he is going to go do it, but I'm not a graphic artist and like, Mark, I don't think you are either, for us to spend our time to try and figure something out it's a train wreck. Let somebody else do it who is better at it than you are.

**Mark:** Scott, I can't even shop for myself. If I go to my wife like what do you think of this shirt? She's like, no. I've just given up essentially as far as anything aesthetic in my life. So, it's great to have somebody like [00:14:02] [indiscernible]

**Scott:** This shirt, do you like it? Do you like this shirt?

**Mark:** I like the shirt. You picked that out?

**Scott:** Yeah, you want me to start picking you out some clothes?

**Mark:** Whatever, Christine picked that out. Don't... whatever.

**Scott:** No, no. I pick out all my own clothes, I swear. Like, if you need me to help you, I can.

**Mark:** All right, yeah.

**Scott:** All right.

**Mark:** I don't like Tommy Bahama so much.

**Scott:** It's okay.

**Mark:** But you're all about Tommy Bahama.

**Scott:** It's okay, we'll go to Nordstrom, and I'll find you the look.

**Mark:** Okay, fine.

**Scott:** Just don't tell your wife I did it. I don't want her to hate me.

**Mark:** No, no she will be so excited that she doesn't have to drag me around the mall with me complaining. So Kyle, what I think is really the killer feature of your service that we haven't really even discussed is the fact that

it's a land investor that intimately knows the land business, is working the land business that is also creating your website. So, it's almost like the client doesn't have to explain to you what the important parts and features are of the website. In fact, you would know better than the newbies would and I think that piece is so much more important than if I went to Investor Carrot, let's say well they don't know the land business. They know real estate but they don't intimately know the land business and they wouldn't know what's important, what's not important. It wouldn't convert the same way because you already know how to sell land. The big question though, Kyle, is yes now we own our sites, it's a one-time fee but what about the hosting?

**Kyle:** Yep. So the big thing is hosting. I've seen a lot of people that message me on Facebook asking me how much we charge for hosting and a lot of people are overpaying by insane amounts. I've seen as high as \$70 a month for their hosting packages which is pretty insane for one website. We do the first year from the date we finish, your development is completely free we pay for the highest on fastest blue host hosting package so, you know your site is going to be fast, secure, backups every day. Nothing's ever going to go wrong with it, everything's updated automatically and we're only charging I believe \$25 a month for hosting, starting the second year which is I think it's pretty affordable right now. I think Carrot, their cheapest packages \$50 a month I'm not sure if that includes hosting or not. I hope it does because that's pretty expensive to not own your site but I think it's pretty affordable and a fair deal.

**Mark:** I do too. Scott Todd, what do you think?

**Scott:** I think it's good.

**Mark:** It's good. So Kyle, we're at that point in the podcast know where Scott and I are totally convinced in a custom website as long as it looks nicer than Erik Peterson's.

**Kyle:** I didn't mention it though, Mark, we do offer financing as well.

**Mark:** You can finance the website?

**Kyle:** Absolutely.

**Mark:** Oh my gosh, really?

**Kyle:** Absolutely.

**Mark:** I've never heard of that. Scott, have you ever heard of anyone financing a website?

**Scott:** Look at what we taught him, Mark.

**Kyle:** I'm a land investor, a Land Geek.

**Mark:** I'm so proud. Are you using GeekPay to handle the payments?

**Kyle:** I'm going to setup some sort of payment plan, we're going to utilize GeekPay and handle all the payments on there. We just need to setup ACH for auto payments possibly or we might just go the route of Stripe and just create some individual ones.

**Mark:** You can do both, you can do ACH and if ACH fails you can hit Stripe because why burden over Stripe at 2.9% if you don't have to.

**Kyle:** Absolutely.

**Mark:** ACH is cheap. So Kyle, I think this has been a phenomenal podcast, really informative, really helpful. I think for me, what's most gratifying is that you're giving back. You don't have to do this but the fact that you're giving back to the community and providing a service that is not just better, but way cheaper is phenomenal, but we're still going to push you like every other guest for your tip of the week. A website, a resource, a book something else actionable for the Art of Passive Income listeners to improve their businesses, to improve their lives. What have you got?

**Kyle:** All right. I'm going to suggest since I did learn how to code myself I would suggest to do what I did, go to [CodeAcademy.com](https://www.codecademy.com) it's completely free you can learn the basics of coding. I would suggest HTML and CSS that will take about maybe four hours max and you'll have the basics of coding under your belt and then you can actually speak with your developers and people that maybe you paid to write code for you or to design things for you and you can actually figure out if they know what they're talking about or if they're doing the right thing for you or maybe you just want to code for fun and design some things.

**Mark:** [CodeAcademy.com](https://www.codecademy.com), I love it. My son actually does that because he is in robotics and has to learn how to code but unfortunately for me I've got to pay 40 bucks a month for the Pro package but it's worth it. I do think software is like the new oil, it's really important for everybody to know some software development. Scott Todd, what's your tip of the week?



**Scott:** Mark, my tip is I think everybody needs to go check out this website Ink, like ink, [InkForAll.com](http://InkForAll.com). I-N-K for All dot com it is AI for web content optimization, it's just for riders. You put your stuff in there and it goes in there and massages it. It is a nice and tight for your content or Google for all of the stuff. Works with WordPress kind of what Kyle was talking about. Take a look at it and see if it has impact for you guys.

**Mark:** All right, I just downloaded it. Now, I'm putting on the Mac and not the WordPress plugin. I want to ask Kyle, how many plugins should you have? Because isn't it true if you have too many plugins it slows the site down? Is that the whole thing?

**Kyle:** Plugins are huge they can take up some space. You don't want to overload your WordPress site with plugins. The other thing is images. You wouldn't think it but if you download full size images it can really, really take up a lot of space and it will really slow your website down. You want to make sure you're uploading the right size images. You shouldn't have to go over 2000 by 2000, I think.

**Mark:** That's really important for our business too because it is so image heavy, as well.

**Kyle:** Yeah, I mean, you could have a lot. You can have anywhere from 5 to 30 images of your property and if you think you've got 50 properties, that's a pretty big amount of space on your website.

**Mark:** I think it would be cool to get a...

**Scott:** Imagine how much space a platform like LandModo uses.

**Kyle:** Yeah, I don't know how you guys do it. You've got to be really careful.

**Scott:** Like there are almost 3000 properties up there and the data usage is mind boggling. Like, the way it expands every day it's like oh man, it is incredible.

**Mark:** So Scott, how do you do it?

**Scott:** We keep working with the infrastructure team to keep the webhosting going and growing and...

**Mark:** Can you do an API with Kyle, so if I put my listing on my website then it automatically goes to LandModo?

**Scott:** We actually have something that we're looking at maybe we should talk to Kyle, but we're looking at that where it would just link over and send it. So, that and also through LGPass.

**Mark:** Huh.

**Kyle:** Yeah, I think in the future we could probably work something out where LGPass can send information right to your website and build a listing automatically for you and then, you could probably press a button and then launch it over to LandModo, as well.

**Mark:** Let's do that, I love that. Wow, fantastic. Well, my tip of the week as great as these tips are guys, is really going to be the one that moves the needle in your business when you're ready like what Kyle said and that is going to be [QueenCityWeb.com](http://QueenCityWeb.com), [QueenCityWeb.com](http://QueenCityWeb.com). We'll have a link to it and we'll also have in the future a special Land Geek promotional link as well so you can get a discount. I beat up Kyle very, very hard as far as getting our people a great price on their website. I made him cry, I'm not proud of it, but he did buy into the fact that I said look, charge retail for everybody else because all those Investor Carrot people that are not involved with Land Geek they can pay full price. The Land Geek people we've got to give them some love so he has agreed to do it and of course it was a very, you know. Kyle, I'm not going to negotiate with you, am I?

**Kyle:** No, you're a tough negotiator.

**Mark:** You think Tate's tough, right?

**Kyle:** Oh, I know where he gets it from now.

**Mark:** Yeah exactly, but that's great and [QueenCityWeb.com](http://QueenCityWeb.com). I want to remind the listeners if you're getting value from the podcast, the three biggest favors you can do it's so important to us especially our fragile egos is you've got to subscribe, you've got to rate, you've got to review the podcast. Send us a screenshot of the review to [Support@TheLandGeek.com](mailto:Support@TheLandGeek.com) we're going to send you for free the \$97 *Passive Income Launch Kit*, we're also going to add the new wholesaling course as well, *How To Double Your Money In 30 Days Or Less* and we'd really appreciate that. Kyle Knab, are we good?

**Kyle:** I think we're good. If anyone wants to reach out to me you can contact me on Facebook, as well, I'm always up to answer any questions anyone has.

**Mark:** Awesome. Scott Todd, are we good?

**Scott:** We're good, Mark.

**Mark:** All right. Are we ready to do this?

**Scott:** One...

**Mark:** Two, three.

**Mark & Scott:** Let freedom ring.

*[End of Transcript]*