



# THE LANDGEEK

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

**Mark and Scott Todd talk with: Erik Peterson - [LandOpia.com](https://LandOpia.com),  
Tate Litchfield - [FrontierPropertiesUSA.com](https://FrontierPropertiesUSA.com), Mike Zaino -  
[ThreeLandGuys.com](https://ThreeLandGuys.com), and Joey Chiarello on The Land Geek  
Round Table**

### **Transcript**

**Mark:** Hey it's Mark Podolsky - The Land Geek with your favorite niche-y real estate website [TheLandGeek.com](https://TheLandGeek.com) and on this week's Round Table we have the usual suspects minus a few. So, let's just go around but we have a special guest which I'm really excited about. We have of course the 'Technician' Erik Peterson - [LandOpia.com](https://LandOpia.com).

**Erik:** I'm good, happy to be here.

**Mark:** Erik, I'm very excited we've got some new things coming out from you pretty soon.

**Erik:** We do.

**Mark:** You want to just give us a sneak peak or you're not ready?

**Erik:** I'm not ready for that.

**Mark:** That's okay. Look I don't want to put you on the spot, it's okay.

**Erik:** Okay.

**Mike:** Really?

**Mark:** All right. Let's keep Zaino in suspense. We've got the 'Zen Master' breathe in the mailing, breathe out the marketing. Mike Zaino, how are you?

**Mike:** I'm doing great Mark. Great to be here.

**Mark:** It's great to see you, it's great to see you. I love it when you call me 'Big Poppa' Tate Litchfield. What's up Tate?

**Tate:** Not much just a cold and windy day in Las Vegas unfortunately.

**Mark:** It is cold here too. It was like 30s this morning.

**Tate:** Yeah, me too. I couldn't even go like get the mail yesterday it was so windy and cold; I'm just not going out there.

**Mark:** I will say my cold shower this morning 'Boston cold'.

**Mike:** No way, impossible.

**Mark:** It is cold. Mike, it was 30s. What is it there?

**Mike:** Yes okay.

**Mark:** We'll compare stuff on it later and then of course last but not least we've got Scott Todd from [ScottTodd.net](http://ScottTodd.net), [LandModo.com](http://LandModo.com), and if you're not automating your Craigslist and your Facebook postings, [PostingDomination.com/TheLandGeek](http://PostingDomination.com/TheLandGeek). Learn anything about anything [InvestorNinjas.com](http://InvestorNinjas.com). Scott Todd, how are you?

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

**Mark:** I'm great but I have a question Scott.

**Scott:** Okay.

**Mark:** You know do you take any sort of pride when your Flight School grads go out into the world and fly away? Like do you even know what they do afterwards?

**Scott:** Well not all the time. Like I don't always know but it always makes me happy when I see people who went through Flight School and then they popup somewhere whether it's Bootcamp or they popup on like a podcast like this and I didn't know they were going to be here and I'm like wow he's still here. It's always fun.

**Mark:** Yeah. So, I got a Vox from Mike Zaino he's like, "Mark we've got to have Joey Chiarello on the podcast the guy is clashing it and it's after Flight School." Because usually it's like after coaching that they really get to that next level of over 10,000 a month in passive but Flight School grads do it too it just takes a little longer. So, Joey Chiarello, welcome to the Round Table and I think it would be fun to do like a little question and answer segment from each one of us. So, my first question to you Joey is how the heck did you get started in land investing? How did you find Land Geek?

**Joey:** Hey Mark. I heard you and actually Scott Todd was on the podcast too; you guys were on the Sale's Whisperer back in 2017, I think. And you guys were discussing your business in general and I found it super, super appealing. So, I started to do a little bit of research and from there I probably spent a month or two researching before I jumped on a call with Zaino.

**Mark:** And then what did Mike have to say to you?

**Joey:** I approached him about Flight School mostly because I wasn't really interested in the Toolkit having to read through all the videos and books. I figured if I was going to make the commitment, I liked the interactive, live option and having Scott at your fingertips basically to answer all your questions. So, he told me you know ideally if you set this up correctly you could spend roughly two hours a day on the business. Looking back, I mean obviously I've spent a lot more than that, but I can see why so many of you guys might have all of our stuff automated and that's what it comes down to. But I just kind of dove in with Flight School after talking to Zaino and that was my [00:04:59] [indiscernible] really.

**Mark:** Wow, wow. Let's hand over the mic to Erik. Erik, what's your question for Joey?

**Erik:** So I think my first question is at this point in the process for you Joey what would you say your biggest challenges are in your business?

**Joey:** Definitely staying organized I think now that we have the amount of notes that we do come in. In the beginning I was just kind of happy to get

notes however I could so I offered all different forms of payment, you know: PayPal, Square, like probably six different options and now it's kind of getting a little bit chaotic when I'm trying to track payments and they are coming in on different streams.

**Mark:** I wish somebody had built software to solve that problem.

**Joey:** I spoke to you about that at Bootcamp Mark.

**Mark:** Oh yeah. What was that GeekPay.io?

**Joey:** Yeah, I remember it.

**Mark:** Yeah no worries Joey I'm not you know. I'm glad that you're on the Round Table though sharing your challenges that I've already solve, but you know it's okay. Do you have any other challenges that don't have the easiest of solutions?

**Joey:** That's my immediate probably issue. Other than that just deciding whether or not I want to commit to a CRM, some of the process stuff. I'm kind of old school but I'm realizing it'd be nice to find some programs that would help facilitate the processes I guess.

**Mark:** Okay great. Mike Zaino, what question do you have for Joey?

**Mike:** Well Joey and I communicate here and there after Flight School. Joey I know there was a time we had talked and you were advertising and it wasn't really going the way you had hoped. What was a big turning point for you? When did it feel like all of a sudden like okay like I'm hitting my stride? When was that you know and how did it feel?

Because you know I think if I remember correctly we talked about the mailing and the marketing is very similar lots of ads, lots of mails go out, lots of contact but it's a process. You have to kind of embrace and then kind of deal with. So when was that turning point for you where you really felt like okay you know because we don't all embrace that suck initially. But then even after Flight School because what I tell people quite honestly with the Flight School it works if you work it but the real test is going to be once it's over and Scott's not there telling you what to do and keeping you motivated and keeping you on track and then you're left to your own accord. That's where people you know that they shine or they don't. So what was that turning point for you? When did you feel that?

**Joey:** I don't know exactly. The only thing I can think of maybe that I would consider a turning point was we had a couple good months in 2018. I think we sold like 11 or 12 properties in one month and that helped get our passive up to somewhat of a respectable level. [00:08:25] [indiscernible] realized just being consistently. Like [00:08:29] [indiscernible] we've got good minds but just keep marketing, keep looking for good properties and eventually they sell. Sometimes you don't have control over that but we [00:08:39] [indiscernible] really.

**Mike:** Awesome.

**Mark:** Awesome, awesome and Joey where are you at right now as far as your passive?

**Joey:** We just hit 13 K.

**Mark:** 13K and how long did that take you to achieve that after Flight School?

**Joey:** Two years.

**Mark:** Two years okay great, great. Are you doing this full-time or part-time?

**Joey:** I still have a full-time gig. I do solar sales here in Phoenix, Scottsdale; you know what your neck of the woods but yeah. The land is starting to take up a lot more of my time just because it's been so fruitful. So I still juggle full-time job and I would say I'm doing this quite a bit too.

**Mark:** Great, great. Tate, what questions do you have for Joey?

**Tate:** All right. I'm going to ask a question all of our listeners want to know. Joey where are you mailing, how much are you offering and... No I'm just kidding.

**Scott:** How big is the property?

**Tate:** Yeah, yeah. Can you tell you exactly where you're mailing, how much you pay, what it's going to sell for, where you sell it, who buys it and...

**Scott:** And the email address of all your buyers' list. That's all we need.

**Tate:** Yeah exactly, that's really... No Joey I'm...

**Mike:** [00:09:59] [indiscernible] podcast.

**Tate:** Joey, I'm happy to see on here today man, it's been a while since I've chatted with you. At 13K I mean my hat goes off to you man that's life changing money right there so congratulations on that. My question it does have to do with acquisitions. What would you say your average acquisition cost is for a property?

**Joey:** You know I look at acquisition costs but I buy properties in so many different ways. I mean I bought from Erik, I bought from Scott, I bought from other investors wholesale. So on a traditional mailing list I would say I follow that 2% to 3% response rate but then acquisition costs are still I think hard for me to calculate because sometimes I'll buy a property that has a lot of back taxes you know if I can still make a margin on it. So I think there's too many variables to give like a precise answer on that. I would have loved to have one but I buy from so many different avenues that each one is so different you know. [00:11:03] [indiscernible]

**Tate:** I'm the same way right. There's no bad way to necessarily get a property and if there's money to be made I'd buy it at any price point. So I guess my next question let's talk a little bit notes because that's what built your 13,000 a month passive income. What would you say your average monthly note price is: 100 bucks, 200 bucks, 300 bucks?

**Joey:** I actually try to stay to a minimum of 200 just because I've noticed a lot of the clientele that haggle you for 100 to 150 payment they end up defaulting a lot of the time. I do have probably five or six clients at 150 but everything else is 200 and up.

**Tate:** I think there's somebody out there who said that was the sweet spot maybe Scott Todd. Isn't that what you telling Flight School that you love that \$200 a month note, Scott?

**Scott:** I do yeah. You know I think you've got to do what the market will bear but I like that sweet spot.

**Mark:** Yeah, you know what would be great Joey...

**Tate:** I would say...

**Mark:** Sorry go ahead Tate.

**Tate:** I was just saying like I would say our sweet spot like I love that 150 - 200 - 250 mark that is it's an easy way to build that passive really, really quickly itself.

**Joey:** Yeah 200 seems to be the sweet spot.

**Mark:** Yeah Joey it would be great if somebody built a software that just automated notifications and you didn't have to worry about defaults they would just know and you can resell that property and get another down payment. Just kind of automated it in really easy ACH so you're paying a lot less and man I wish that was there. Oh wait, it is GeekPay.io. Never mind though because I know Scott Todd got a burning question for you. Scott?

**Scott:** I would just say that one of the things that a lot of people struggle with is they struggle sometimes with Counties, like choosing a County. I'm not asking you like Tate did to tell me your County but I would say like Joey when you first started in Flight School and you started like you went to a County. Are you still in that County or did you have to hunt and peck a little bit and then the follow up to that is if no matter what do you think makes good County?

**Joey:** By the way funny I did listen to that podcast where you guys said is it rude if someone comes up to you and says, "Hey, what County are you working in?"

**Scott:** Yeah see. I wasn't asking what County you're working in like Tate did.

**Joey:** Yeah.

**Scott:** See therein lies further proof by the way that...

**Tate:** Oh here we go.

**Scott:** ...see there you go with the reclining seats and being considerate. I'm not going to do that to you. See Tate just went right into your space but me I'm like setting the question collect.

**Tate:** Here we go.

**Joey:** Well I had my County picked out before I started Flight School because I had done a little bit of homework and you know the homework was to get a list. So I grabbed a list from the County that was where I was already thinking about working so that made it easy and then I still heavily

work that County and I branched out to two other counties somewhat adjacent. So I'm really working too hard and the third one is just that if I come across stuff but I don't mail to it.

**Scott:** Okay.

**Mark:** Nice, nice. So Joey what was it like being in Flight School for you?

**Joey:** It's funny I went to two. The first one... Sorry I was at two Bootcamps but Flight School it was good. Again I wish I would have had a little bit more time in the business so I could utilize Scott more but at the same token you know he did layout pretty much a step-by-step on what you need to do. So that's why invested the money and that versus the Toolkit was you know you had an hour and a half with him to go over everything. He lays out what you need to do and [00:15:10] [indiscernible] with questions the next week. So there is really no hurdles you couldn't get through when you had him there to help you out.

**Mark:** Yeah, you know it absolutely. Zen Master, what questions do you have for Joey?

**Mike:** I already asked my question. Do I get another one?

**Mark:** You get another one. We're just going to keep going around until Joey is like raises the white flag; he's like enough of the grilling.

**Mike:** Do you work alone the business Joey? Is it just you or?

**Joey:** My wife is helping out. She's been doing most of the stuff on the website and marketing and then I just recently actually in the last month or so have her doing some recording of the deeds online. So she gets a couple of hours in every day and it's definitely helpful.

**Mike:** Okay and what advice would you have to people out there? There are people out there listening that would like to work as a team husband-and-wife. Any advice?

**Joey:** I mean I always joke that we don't work well together but I think it's because we're both doers. So when I try to teach her stuff I get frustrated you know because I know how to do it already. So the advice I would say is patience and you know just know who you are working, what works well with them. I mean we're still learning that as we go but we're both strong-minded people. So again we kind of wanted to just grab the computer and do it yourself so it makes it challenging but I think each couple it just



depends on how they work well together or not what they need to do to learn from that.

**Mark:** Awesome, awesome. Erik Peterson, what have you got for Joey?

**Erik:** I've got two more. Number one is you talked about having a full-time job still and in doing that alongside with your land business. So how long are you spending or how many hours per day are you spending on your land business currently and then after that what's been your best deal to date?

**Joey:** Honestly the hours a day it depends on if leads are coming in. I'd say that the majority of my time is talking to buyers or getting them pictures or sending them information. I still handle the sale unless my wife's handling it through her Facebook or something, you know big picture I'm handling the closing of it, getting them to commit. So if it's a fruitful month a couple of hours a day on just dealing with leads if they're coming in and then I'll just the typical stuff running to the bank, getting stuff notarized you know. So I don't know, I would definitely say a few 3 to 4 hours a day, then I juggle my other job in and out. That's a sales job too so luckily I can do both kind of at the same time.

And then on the biggest profits you want cash or terms?

**Erik:** Whichever one stands out to you as your best deal.

**Tate:** Yes, we want yes.

**Scott:** Of course you do Tate, of course you do.

**Joey:** We had two that were recent; the last two weeks. The term sale was a property I paid 1500 for and I sold it for 17,000 on terms. I do need a road which I got some estimates coming in today but looks like it's only going to cost me around maybe 1500 bucks. So I'll be all in for call it 3500 and sold it for 17' on terms.

Cash sale we had one the other day was kind of a big one. It was 10k we paid for and we've sold it for 23. So not the typical double but since it was the bigger dollar amount we were happy with that.

**Mark:** I mean it's still a very good margin and it's still a very good return for sure. I wouldn't personally I'd rather do terms but I'm just joking. I would do that deal.

**Joey:** I'm happy with my passive. I need some cash to buy some more land so I'll take.

**Mark:** You know it absolutely, absolutely. Tate, what questions do you have?

**Tate:** All right. For somebody who is just getting into the land business what would you say is a personal attribute that they should have or learn to develop to be successful?

**Joey:** Kind of funny that you ask I keep having family and friends asking me if they should get in the business and you know is it something I should do. So I've met with one of my relatives quite a few times and I just keep asking them like is this something that you want to stay consistent at and put the time in it because that's what it really takes is consistency and time I think. So the attribute would be just committing to something that it's going to take some time to get going and you're going to have to hustle in the beginning but if you stay at it you know it can be fruitful.

**Tate:** I love it. Yeah I would agree with you that and grit. It's just sometimes you just got to embrace the suck and just do it because there's a lot of days where it's not exactly fun you know.

**Joey:** Yeah they go together. I mean you guys talked about grit all the time but the same thing in consistency really in my eyes is you've got to do it no matter what.

**Tate:** Absolutely.

**Mark:** Scott Todd any questions for Joey?

**Scott:** All right Joey so you have a very nice passive income coming in. Now I know passive income doesn't tell the whole story because you get cash sales along the way. I mean you've got a nice little chemistry nugget here. Why are you still working?

**Joey:** Well you know Mark came up with Land Geek but there's no W2 employment with benefits and insurance and paid time off in the land business so I'm still keeping my W2 job. Right now we've got baby on the way and another little one at home so it helps to have some of that consistency of a W-2.

**Scott:** Okay, okay. Follow up question so does your wife work or she does she stay home with the kids?

**Joey:** She does not other than you know when baby goes to school she's working on the land business for a few hours in the morning.

**Scott:** There you go man. Look that's what I was actually looking for or something like that because ultimately Mark it's not necessarily about Joey leaving it's about this has produced a cashflow that will allow them to live a lifestyle that they want to live and his wife gets to stay home with the children, work on the land business along the way. Like Joey is always really living the dream and continuing to build a solid foundation because one day he's going to quit his job and he just probably needs some higher number or something, but you know what they're doing well and that's a pretty cool thing.

**Mark:** Yeah I know absolutely. I mean if he keep going out, he keeps staying consistent that 13 a month becomes 20 a month and eventually it's going to get to a point maybe it's 40 or 50 a month and then he's got options. I mean he's got options now technically speaking.

I mean some people have more expensive tastes than others like Zaino. So, which would mean probably that's why he is still at the fire station. I mean for me I don't need to have the most expensive tequila in the market but Zaino does and therefore that consistent income I think allows him to sleep well at night knowing that he can fund the you know extravagant lifestyle. Well for me it's just extravagant to not have to be anywhere on a Monday.

**Mike:** You're at the beach.

**Mark:** At the beach.

**Mike:** You are the beach.

**Mark:** I'm just kidding, I'm just kidding. Joey I think we talked about this a little bit last week. What was that ideal number we all thought you would need to start with as starting capital? Do you have any thoughts on that? Like how much money did you actually start with and looking back right now do you have a number that you think if you were going to advise someone that would be ideal to start with this much capital?

**Joey:** No, I don't think there is a magic number. I mean obviously if you're weighing the investment cost of Flight School that's you know it's not a thousand bucks. So that's been a conversation with my cousin who keeps asking about it is, she doesn't really want to invest the 6 to 7 grand or whatever Flight School is going for the time but I said why don't you start

with the Toolkit it's still going to give you know your basic understanding of what you need to do. Her question was kind of similar to yours is they think they need to have all this money to buy a property and I said it's not true you start with one block. You can buy one parcel for 600 bucks to just get your feet wet, see how it goes and then when you sell that property at double or triple your money you're going to find the other money to buy more property once you've proven the success.

So I don't really think there's a number that anybody needs to start with. Obviously it would be nice to have 500 or 600 bucks to buy a lot with and maybe obviously pay for one your courses to have like work going but I don't think there's an amount that's a necessity in the beginning, no.

**Mark:** Okay. Erik Peterson?

**Erik:** Yes.

**Mark:** Any other question for Joey?

**Erik:** You're asking for my number?

**Mark:** No, no we talked about this. What other questions do you have Joey? I mean I can grill Joey all day but I [00:25:07] [indiscernible].

**Erik:** Okay I can come up with more questions, sure. So VA's how many VAs are you currently working with in your business and what kind of functions are they doing for you?

**Joey:** Right now I only have one VA and I actually just found him after realizing my VA that I had had for like a year was just not capturing the amount of data that that I needed and for the amount I was paying him. So he's doing all my basically list scraping or setting up my Excel so I can send out my offers. That's really the only thing I outsource other than uploading the mail and sending it out stuff like that. That's all he does I handle everything else personally.

So I know there's room for improvement on VAs or automation and handing stuff off, but you know I like the sale and I don't want nobody else to fumble sale. So I'm perfectly fine handling that portion and the rest is really just paperwork which now I'm starting to hand off to the wife. So it seems to be a decent mix.

**Erik:** Is there anything kind of on your list as the next pain point that you do want to outsource? Whether that's handing it off to your wife or sending it off to a VA.

**Joey:** I mean literally just in the last couple of days it's [00:26:31] [indiscernible] the deeds have been recorded. It gives me the freedom to run to a solar appointment or allow me to some stuff. I know that she's still able to get some of that stuff done. When I sell a property she can get it recorded that's a huge help.

**Mark:** Excellent nice, nice. Zen Master, what questions do you have?

**Mike:** We talked a little bit about your... I think you dove a little bit into daily schedule and what not and how many hours you're at it and all of that. But do you do all the land business from home? Do you have an office there? Do you go out to the Starbucks? Where do you do all of your business?

**Joey:** I do a good chunk of it from home but if I get too distracted here then I will look at coffee shop or something. For a long time I was working at my solar office but they gave me the axe. I'm working [00:27:30] [indiscernible] about two weeks ago. So they said you're doing way too much of this land stuff, not enough solar when you're here. So I was a little upset because it's nice to be both and utilize an office with a printer and all the good stuff but I understand where they're coming from. So if [00:27:49] [indiscernible] respecting their wishes on that.

**Mike:** Have you ever visited any of the properties Joey?

**Joey:** What's that?

**Mike:** Have you ever visited any of your properties? I'm just curious.

**Joey:** Yeah, in the beginning I went looked at two 10 acres that I bought because it was a big investment for me and it was like my second property that I ever bought in the land business so I was pretty nervous. So I did go look at that. It was nice to be able to see it, take some photos, be able to speak to it. So I do think there's some bonuses there but I now obviously you know the other 95% I don't go to them I just have a local person take photos and the usual that all of you guys do.

**Mike:** Okay excellent.

**Mark:** Big Poppa?

**Tate:** What aspect of the business don't you enjoy doing or if there's one thing that you hate about the land business what would it be?

**Joey:** I mean just on kind of a nuisance level is when the when the recordings get rejected and there are some of them like fine combed paperwork. I'm not like a super attention at details kind of guy so if I get you know in a hurry and I screw up a little description and they reject it's just more annoying than anything to have to go fix that stuff.

**Tate:** Yeah, I agree with you there that is a terrible feeling. I hate the paperwork sides of business like deeds recording, notarizing that's the worst.

**Joey:** Yeah. I do have a goofy one too that I, a completely separate topic. Well same topic but different issue. I have a client threatening to sue me based on somebody driving over the neighbors land. So, kind of like your squatter issue I went to [00:29:36] [indiscernible] along that. So that hasn't been fun, but ultimately they don't have a leg to stand on so I'm not sweating or losing sleep over it.

**Tate:** Interesting.

**Mark:** I've never even heard of that wow that's craziness.

**Joey:** Yeah. I [00:29:52] [indiscernible] that the person on the southern parcel is stating that it's my fault that my tenant drove on their land. I said, "How can I control what somebody's doing on your property. I don't have any control over them. That's ridiculous." So you know, "They ruined my land and I'm going to sue you for 50,000." I said go ahead you're not going to win anything you're just wasting your time.

**Mark:** Wow that's a first. But if I were neighbors with Erik Peterson I might think about that strategy. I mean I don't know.

**Erik:** We might be neighbors Mark.

**Mark:** I know. You might give me some free barbeque at the very least. You're like, "Look I settle, rack of ribs. We're done." Scott Todd any questions for Joey?

**Scott:** All right Joey if you could go back to Flight School what would you do differently than what you did? Like what would you change if you could go back to well back when you were in Flight School?

**Joey:** I think that's my biggest thing I keep talking about during Flight School is not having been in the business long enough to have you as a resource. So what I would do is accelerate everything essentially you know be as deep into it as I could or do as much of the prelim work going into Flight School as I could so that when I was in week two or three or four maybe I was getting some accepted offers back, maybe I was going deeper into the sale. So yeah, really having the list was nice, having a County picked was nice but you know if I would have had a sale let's say or an accepted offer come in and had you there for that it would just made less you know reluctant to go through with everything. So I would have been able to know exactly what I needed to do.

**Scott:** And you know that's one of the things Mark is like we're always looking at the Flight School flow. So we're always at the flow of things I know that since Joey went through his Flight School we have changed things up. So like we have a gap week in there, we talk about how to buy land wholesale so that you can go out there and we force people, that sounds kind of harsh - but we push people to take action, to buy a piece of land before they come to the marketing piece, so that they're there they go through the sales piece. So we've changed some things up since Joey was there and I'm glad that Joey's feedback is there because it kind of confirms what we've done might be in the right direction.

**Mark:** Yeah Mike I don't think it's exaggeration to say that most people pay for Flight School tuition after 8 to 12 weeks. Is that correct? Because all it takes is one deal.

**Mike:** Right. I think it's strategically priced at that point that it can be recouped in one deal and that's the best, the beauty of it, not many models out there you can recap your investment with one deal and Scott it's not harsh when you do that. I think we can probably say it's Mac as opposed to Surface, it's Mac that's the other word for harsh.

**Scott:** Oh okay I'll roll with that.

**Mike:** It's Mac.

**Scott:** Yeah okay I'm good.

**Mark:** Joey, are you a Mac or PC guy?

**Joey:** PC and just on that last note I can't remember if it was my first sale. It was not the first property I bought it was the second property I bought

right out of Flight School I sold it for 19,000 on terms so that paid for Flight School. That was probably my second deal I had done.

**Mark:** Yeah nice, very nice. Wow, we've really covered a lot. Joey what should we be asking that we haven't asked you yet? Oh I think I've got it, I've got it. I know what people want to know; they want to know your expenses. What are your monthly expenses in the land business?

**Joey:** So that's a good question with tax time right here we're trying to get everything, get all the docs in a row and see what our acquisition cost might be if we can bring it down or what are our monthly expenses. But really the only expense is the mailing, all the marketing we do you know Craigslist, Facebook, the typical streams those don't have any costs. So it's really just mailing. Notaries are free I do that at my bank you know. So a little bit of postage maybe when I'm sending deeds out, but you know you're talking \$25 to \$50 a month and that's stuff is that. So my only you know expense would be the VA which is only a couple of hundred bucks a month, then I have mailing and recording fees.

**Mark:** How much are you investing on your mailings per month?

**Joey:** I'm a little bit unique in that sense that I don't follow the tradition mailing consistently part. I'm not consistent but I buy land in all forms and fashions. So sometimes if my mailings are only getting 2% to 5% hit rate like they're supposed to I'll get creative and find other ways to buy land either wholesale or even if it's maybe a market that looks retail, I'll call and offer a price to them it might be on Xero. So I've just been luckily creative enough to always find a way to keep my inventory up and I can tell you the majority of it is actually is not from mailings.

**Mark:** All right awesome, awesome. Erik what questions do you have?

**Erik:** All right I've got another one. So biggest mistake that you've made so far in the land business?

**Joey:** I mean I listen to you guys when you have this question answered I always think like is there one that stands out for me and again it's kind of just goofy. I think you know I bought a property that was like under an LLC and some other local person had the same exact LLC name. So you know the property was deeded to me. I think I had already had it sold on terms and then you know a couple of months later I get a call from some other person saying, "Hey I'm the owner of that LLC. You don't own that property."



But really the beauty of this is all of that can be entangled. You know it's a little bit stressful the first time you go through that but then when you realize like you know all I've got to do is record an affidavit stating it was erroneous recording or whatever. You learn the processes as you go to make the corrections but I've had that happen two or three times where it was just an issue with the recording or LLC or break in title maybe but again all that stuff you can go back and get it fixed for the most part. So you just learn as you go.

**Erik:** Excellent. It sounds like you were resourceful enough to be able to figure out how to get that done.

**Joey:** Yeah. I mean luckily you know you just call the County if you play nice or figure out whatever the strategic ways to get the answers you need you could figure out how to deed it back to the right person and figure it out.

**Erik:** Awesome.

**Mark:** Nice. Zen Master, how about you?

**Mike:** I would take my final question would be what's the biggest impact this has had upon your life if you look at the whole thing? It's been a couple years what's the overall sense of accomplishment is it the passive income? What is it?

**Joey:** I think the passive income has always attractive to me. I love cash flips too so I'm not heavily slanted one way or the other but I definitely like the passive. So I mean hitting 10K was definitely big.

Where it's made the biggest impact is we had a really slow last 6 to 8 months in solar. So I tell my wife all the time if we didn't have the land business I don't what we would be doing but we wouldn't be able to pay the mortgage with how slow solar has been. So having it there has really kept us alive in a sense when my fulltime job was just going through kind of a down cycle.

**Mike:** All right thank you.

**Mark:** Awesome. Do you guys here that background noise or is it just me?

**Mike:** I hear it.

**Mark:** Oh okay. I don't know what that is. I'll just blame Tate. So Tate any final questions?

**Tate:** No, I think we have covered it pretty well Joey congrats man. I mean don't take your foot off the gas that's my advice to you. You've got a taste of it and now it will be interesting to talk to you in you know another 12 months and see what more you've outsourced.

I think we all kind of... when you said you don't have very many VAs my advice would be go out and get some more VAs they don't cost as much and you can find quality people out there for very, very inexpensive and yeah hang on the sales. You're obviously really, really good at it don't get rid of that, but some of the other aspects of the business if they can free up your wife's time or your time it's worth every penny that you put into it. That's my advice but great job man; I'm happy for you and best of luck on your future land deals.

**Joey:** Thank you.

**Mark:** Scott Todd any final questions?

**Scott:** No final question. I would just say Joey you're doing great man, keep mailing, keep marketing and let freedom ring baby.

**Joey:** Yeah, thank you. I appreciate it.

**Mark:** Joey I hope to see you at Phoenix Bootcamp.

**Joey:** What are our dates on that one?

**Mark:** April something it's at [TheLandGeek.com/Bootcamp](https://TheLandGeek.com/Bootcamp).

**Joey:** Yep, we'll look into it. That's the one I'm hoping to have my cousin attend to so that would be awesome.

**Mark:** Okay great, great. How was Bootcamp for you? You've been at two.

**Joey:** The first one was great because I was pretty fresh in the business. So it was you know kind of like a fire hose at that one but the second one where I got to bring my wife and again I was probably in the business for a year at the time picked up some new stuff. It was good to kind of catch up with a lot of you guys out there and just learn stuff that was more relevant at that time in the business. So again it's kind of a timing thing where you're at in the business you pick up different things at the Bootcamp depending on, you know, what you're going through.

**Mark:** Okay great yeah April 17<sup>th</sup> to the 19<sup>th</sup> for sure. I want to say we're so proud of your success and this is why we do what we do because we want to make that impact and we really want to see people succeed in this way to get to that point where they're out of sole economic dependency which means if they're not working they're not making any money. Which you know once we solve that big bucket of stress in our life we call money I'd make the argument that once that's solved you can really go and improve all your relationships. You've oceans of energy to we really do the things you really want to do in life and I hope that's having an effect for you.

**Joey:** Yeah absolutely.

**Mark:** All right well I want to just remind everybody that today's podcast is sponsored by none other than Flight School. So if you want to be like a Joey Chiarello to learn more get on a call with the 'Zen Master' Mike Zaino or the 'NiteCap OG' Scott Bossman go to [TheLandGeek.com/Training](https://TheLandGeek.com/Training) and get on a free strategy call and see if Flight School is right for you. Scott Todd, will take you up that mountain of land investing over 16 weeks and you too can start generating passive income, cash deals and be the next Joey Chiarello.

All right Joey, are we good?

**Joey:** Yeah, thanks guys I appreciate it.

**Tate:** Thank you Joey.

**Mark:** All right thanks Joey. Tate, are we good?

**Tate:** Yep, very good.

**Mark:** Zen Master? Scott?

**Scott:** We're good.

**Mark:** I guess Erik too. Erik, are we good?

**Erik:** Indeed we are good.

**Mark:** All right Just a reminder the only way that we're going to be able to continue providing the quality of guests like a Joey Chiarello is if you do us three little favor you've got to subscribe, you've got to rate and you've got to review the podcast. Send us a screenshot of that review to [support@TheLandGeek.com](mailto:support@TheLandGeek.com) we're going to send you for free the *Passive*

*Income Launch Kit* course as well as the new wholesaling course *How To Double Your Money in 30 Days or Less*. Joey, are you ready for this?

**Joey:** Sure.

**Mark:** One, two, three.

**All:** Let freedom ring.

**Scott:** Wait, we didn't do tip of the week.

**Mark:** We didn't do tip of the week?

**Joey:** [00:43:21] [indiscernible] from you guys.

**Scott:** Me too.

**Mark:** All right yeah Scott what's your tip of the week?

**Scott:** Okay check this out we all want to be nomads, right? Like we all just want to be out there living the nomad life like wherever we want to, doing this business from everywhere. Do you guys agree?

**Mark:** Yeah absolutely.

**Scott:** But wouldn't it be great if we could find like where we really want to be because of weather and all these other stuff. Check this tip and I'll actually share my screen too it's at [NomadList.com/Climate-Finder](https://nomadlist.com/climate-finder). I'll share my screen with you guys too and Mark this is what's cool because check this out you can come in here and you can say hey show me like I want the maximum temperature to be whatever. So like here for you maximum temperature in the summer what's a good number for you Mark?

**Mark:** 72.

**Scott:** 72.

**Mark:** Well no in summer for me?

**Scott:** Yeah.

**Mark:** 115.

**Scott:** No, no, no. Wait like...

**Mark:** Ideally.

**Scott:** Ideally?

**Mark:** Let's say in the summer 82.

**Scott:** 82 all right. So we come in here and say 82 and then we can search in the cities and it will show us good cities. Like you'll see there are 167 cities that match the criteria. Okay like Mexico City, Buenos Aires okay, but now we can add filters. So we can come in here and add other filters. So we can say like do you like humid or no humid?

**Mark:** No humidity.

**Scott:** No humidity. So like I don't maximum of like 35% maybe and we come in here and oh see we're starting to get somewhere now. During the summer look at this?

**Mark:** Wow.

**Scott:** You should be in Chile or Germany look at this.

**Mark:** Germany.

**Scott:** And then what's cool is you can keep adding filters but let's just say we want to explore this town in Germany. We can click this little town here and not only that but it now shows me like the Nomad's score and the cost of living and I can come over here and like search down even further like the cost of living.

Like costs of looking for experts like \$1600 a month for the locals is there. You know, I can see for a family \$4000 a month, hotels per night, AirBnBs per night. \$53 AirBnB. Coffee, beer, I can look at the pros and cons. Not much to do here in this little town it's okay. Not many nomads go in there but I can also come over and change my filter to say I want a minimum number of nomads in the area because I want to cowork with people etc. I can look at reviews, neighborhoods.

Check out the neighborhoods the neighborhoods tell me based on whether they are hipsters or tourists. Like man there are a lot of hipsters in this area here but it shows you by neighborhood. Man you can make all of your nomadic dreams come true right here.

**Mark:** This is phenomenal.

**Scott:** Yeah.

**Mark:** I'll tell you what this is what I'm going to do once kids are out of the house.

**Scott:** Hit the road Jack.

**Mark:** I'll hit the road. I'm going to live that nomads lifestyle just for a little bit.

**Scott:** There you go.

**Mark:** Why not?

**Scott:** I would too.

**Mark:** All right great. You know we didn't ask Joey though recline or don't recline while traveling?

**Scott:** Yeah Joey, what's your opinion on this?

**Joey:** For flights?

**Mark:** Yeah.

**Scott:** On a plane like would do you recline or don't you recline?

**Joey:** If I'm going to sleep I recline, if I'm going to read then I seat up.

**Tate:** Bingo.

**Scott:** Erik, what would you say to Joey?

**Erik:** I'm disappointed.

**Joey:** Did I miss this? I feel like I heard something floating around.

**Mark:** Yeah, yeah this was bonus content I think a couple of weeks ago where after Bootcamp we were talking to Tate and we were all saying like you know we're all flying back. Do you recline or you don't recline? None of us would recline out of common courtesy for our fellow passengers but Tate is a recliner.

**Joey:** It's like three inches it's not going to affect the person behind you.

**Tate:** Exactly, exactly Joey, exactly.

**Mike:** What of this, if they have a Surface you're right, if they have a Mac it's game over.

**Tate:** I think what we realized is...

**Erik:** There it is it's game over.

**Joey:** Well if you're hitting the computer behind then obviously point your chair up, if you're not then go to sleep, enjoy it, right?

**Tate:** That's very simple. I agree with you a 100% Joey.

**Mike:** Very, very pragmatic I like it.

**Erik:** Well put.

**Mark:** Look our golden rule Joey, it's a golden rule. So you don't mind when people recline?

**Joey:** [00:48:10] [indiscernible]

**Mark:** What's that?

**Mike:** People in front of you.

**Mark:** People in front of you recline and you're like whoa they're in my space.

**Joey:** Now what's the rule?

**Tate:** There is no rule.

**Mark:** Do unto others as you would have done unto you.

**Joey:** I mean if I had a computer up and somebody reclined to me yeah I would be a little bit annoyed I'd ask them to move. But if I'm sleeping and the person in front of me wants to sleep everybody is happy.

**Mark:** Yep there you go then it applies.

**Erik:** Drop the mic Mark that's it, game over, see you.

**Mark:** I'm not dropping the mic there because...

**Tate:** Joey just dropped the mic.

**Mark:** I'm not dropping the mic because Joey just said...

**Mike:** We're going to delete this part. We're going to delete it.

**Mark:** We're deleting it?

**Mike:** Yeah. The ending, oh didn't get recorded.

[00:48:59] [indiscernible]

**Mark:** Are editing?

**Scott:** We're editing.

**Mark:** Because of the recline?

[00:49:07] [indiscernible]

**Mike:** We're going to have Joey say don't recline. [00:49:12] [indiscernible].

**Mark:** I mean I think he's got a good argument there though if the person... it's not a bad argument.

**Tate:** It's a great argument.

**Scott:** Well it would be the same argument as me asking Joey what county are you in, how much are you paying per property and who are you selling this to?

**Tate:** No.

**Scott:** Same argument man. Like same thing.

**Tate:** No, it's not.

**Scott:** It's inconsiderate, it's okay, it's all right though, it's all right.



**Mark:** Yeah. Someone put on Facebook they listened to it and they showed you what they do with their shoes in the house. Joey when people come into your home do you make them take their shoes off?

**Joey:** I don't.

**Mark:** Okay.

**Joey:** Yeah. I take them off when I go into client's houses but you know we've got a dog, pets and kid running around so there's no point in taking your shoes off in my house.

**Mark:** Fair enough, fair enough. All right well again thanks again and I know Mike's got to run here very soon so we don't want this bonus content to go on too long and certainly we don't want to revisit the reclining argument again.

**Scott:** All right Mark.

**Mark:** All right.

**Scott:** See you later.

**Mark:** See you guys.

**Tate:** See you guys.

**Mark:** Thanks everybody.

*[End of Transcript]*