



THE LAND GEEK

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

Mark and Scott Todd talk with: Erik Peterson - LandOpia.com,
Tate Litchfield - FrontierPropertiesUSA.com, Mimi Schmidt –
ParcelNParcelProperties.com, and Mike Zaino -
ThreeLandGuys.com, 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 and on this week's Round Table podcast, we got a smaller group. We're missing a few. But that's not to say, we don't have a really phenomenal group, starting with the 'Technician' - Erik Peterson. Erik, how are you?

Erik: I'm good. I think I'm a little on edge, but, you know, our conversation prior to getting started today has me feeling a little tension, but I'm good.

Mark: You know what, though I can feel that tension and I think a lot of it could just be the caffeine jitters because we're both drinking the same coffee now. I'm feeling the same way. My blood pressure is up a little bit, but this is what Scott Todd and Mike Zaino do to people. So, this is something that we have to, you know, kind of breathe through. Mimi Schmidt - the 'Terrorist Hunter', Mimi, good to see you.

Mimi: You too, Mark.

Mark: It's nice having the most feared woman in the country on the podcast to back up Erik and I when those two get a little crazy.

Mimi: They're trying to suck me back in.

Mark: They are. We'll talk a little bit later about the topic. So everybody's like, "What are they talking about?" We've got the breath in the mailing, the breath out the marketing 'The Zen Master', Mike Zaino. Mike, how are you?

Mike: If you'd asked me five minutes ago, I'd say pretty good. Now I'm doing great. I just had five minutes of laughing. I just feel rejuvenated. So I'm doing wonderful.

Mark: Well, fantastic. I'm glad that you're feeling rejuvenated based on Erik and I in our cortisol levels being elevated. Then last but not least, 'The Brain', 'The Professor', you know you love him, Scott Todd, from ScottTodd.net, LandModo.com. Learn anything about anything - InvestorNinjas.com. Scott Todd, how are you?

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

Mark: I'm great. I'm great. Before we get into today's topic, which I think is a really phenomenal one I just want to mention our sponsor today, Flight School. Learn how the next 16 weeks can literally transform your life. Go up the mountain of land investing, with the 'Sherpa' Scott Todd. He will get you up there quickly, safely, efficiently.

Not only that, we've got a skin in the game guarantee. That tuition isn't going to cost you nothing. You're going to make back that money 180 days or less or we're going to refund you. How about that? Learn more, go to TheLandGeek.com/Training. Get on a call with the 'Zen Master' or 'The Nite Cap OG', Scott Bossman, TheLandGeek.com/Training. Okay, Scott Todd, what's our topic for the Round Table discussion today?

Scott: Well, we've seen a lot of people lately opting to create custom offer letters in LG pass, all right. So it begs the question like what comes in LG PASS is the default offer letter, right? It's the offer that Mark you use, I use this, other people use it. But what we've seen is that these offer letters, some of them are beautiful. They're beautiful, right? Like all this HTML code, all this stuff, logos, signatures, all this stuff. We've also seen them with multi-pages, two pages, a couple with a cover letter, and then the offer letter, you know, some that were six pages. It's like they wrote a book like you get a cover letter and then a whole like five or six-page contract.

So I'm wondering like, I'm doing it wrong by having a one-page offer letter with no introduction, no letter, I'm just mailing and getting like, I don't know, a 1.7 response rate or buy rate, by the way, 1.75 buy rate? I'm I doing it wrong or am I missing something here? What do you guys think?

Mark: Well, let's start with 'The Technician' Erik Peterson, what are your thoughts?

Erik: Well, first of all, I will say I have customized these offers for many of our coaching students. So there are certainly elements of that that you know, people feel is necessary for whatever reason. You know, they have to have their logo on there or they need something removed, what have you.

But, ultimately, my opinion is that the one-page offer works best. We've seen it over and over in the lifetime of our business and you know, obviously, it's what works for you guys as well. I think doing multiple page offers honestly it's a waste of money. It's already, you know, costly to mail as it is. Why do you want to throw an extra page in there and pay even more money to send out those letters? I don't know. I mean, I think the one-page offer is great and it works for us.

Mark: Okay, very good. Mimi Schmidt, what are your thoughts?

Mimi: I like the one page. The only thing that I like better than the Toolkit offer letter is the LG PASS offer letter because it has the counter offer option. I found I had a better response with the counteroffer option. That's the only customization that I have done to my offer letter in four years.

Mark: Okay, and for those of you listening that don't know what LG PASS is, it's our automated system to automate your mailings, the whole process to contracts. If you want to learn more about that just go to TheLandGeek.com/resources. Get your first month free, because the best way to learn something is to actually do it. There's training videos in there, and really, really amazing all improvement. It's going to save you tons of time.

Anyways, I think that's really an interesting insight, Mimi the Toolkit letter, which I've used forever. But the LG PASS offer letter that has the counter. So I'd be curious, what percentage would you say counter you on your offers?

Mimi: I would say, gosh, 80%.

Mark: 80%, and are they normally reasonable counters, are they meek counters, or are those like I want a million dollars?

Mimi: No, I would say most are reasonable. I would say two-thirds of those are reasonable. Of course, you get your outlandish ones here and there or you get ones that are way high, but those folks end up coming down after a while because they really are interested in selling their property. You know?

Mark: Let's rewind back to Erik. Erik, are you using the counter or you using the strict this is your offer, take it or leave it?

Erik: No, we actually don't have a counter on ours. But people will cross out our price and write-in their own from time to time. Usually, when that happens, those are the more crazy ones where they want you know, \$100,000 for the property, or what have you. But sometimes they're reasonable maybe a little less frequency or frequently than Mimi is seeing though.

Mark: Okay, great. It's good to know. 'Zen Master', Mike Zaino how about you?

Mike: Counter offer yes it's in our letter just for that clarity and I love what everybody said so far. There is some pride I understand what Erik saying with the coaching clients, you know it's nice you want to have what identifies you, you know your label, that pride, and I get that. I guess I look at it like, I'll make the comparisons when I get up to do my work and my business every day, I could wear sweatpants or I could wear a suit. But either way, I'm going to do very well but I just might like the feel of that suit. I might want to sit down and feel like hey, I'm in the office, it makes me feel good, there's a certain pride or I might just get up not comb my hair, not brush my teeth, throw out some sweatshirt and a cup of coffee and do to the business. So you know, it's going to work just as well. So, you know, it's just how much effort you want to put into it. There's a lot of things in this business that deserve your effort. So if you really want to, great. But I don't think it's necessary. I wear the sweatpants by the way, not the suit.

Mark: Okay, so besides your questionable hygiene I mean, so you're basically making an analogy between the feelings of what it's like to have a short letter or a long letter and the feelings of getting dressed in a certain way? I don't get it.

Mike: Look, you put all this information to your letter, you add pages, you customize and it's like, oh, look at this, right? It's like, if you're going out to a party, it's like, check it out. All right, look at me. Look at my offer letter.

Hold it up. Now, look, everybody or it's like, hey, I'm in sweats. You know, it's just a simple little one-page offer letter. It's not dressed up. It's not neat but it gets the job done.

So I go to work in the morning, right, and I could put the suit on, or I could wear my sweats but either way I'm going to get the job done. It's just one's going to cost me more money and it's going to you know, a little bit more but maybe I like that. What I'm saying is I'm not going to judge anybody by their choice of apparel or by their choice of offer letters but I don't think it's necessary to go the extra mile.

Mark: I get it now. Now the analogy makes complete sense to me. Erik?

Erik: Well, I just wanted to add, like, I think one of the most important things, you know whether you have your logo on your offer letter, or it's 10 pages or one page or what have you, like, the most important thing is to get those offers out and not let something stop you from doing that. So, just because you don't have your logo on there or your signature or whatever it is, like, don't let that stop you from mailing because without mail, you're not going to get deals. Like Mike's saying, either way, you're likely to get deals but if you're not mailing, you're not going to.

Mark: I know that is the fundamental point and you know, that's why 'The Zen Master is "The Zen Master, breathe in the mailing, breathe out the marketing. But if you're not breathing in the mailing, you're dying. You got to breathe it in which is a whole other topic, by the way, Erik Peterson.

Erik: I was just thinking that.

Mark: The nostril breathing. Scott Todd, what are your thoughts?

Scott: Well, I mean, I kind of laid it out to begin with. Like, my own thought is like I use the one-page offer letter, right? It's simple. It's to the point. It's in your face. Because ultimately, I want to cut and dry I do have the counteroffer on there because I do find that people will counter. See the offer, to me, is an opportunity to open up discussion. So, I put an offer out there of \$1,000, they put an offer of 4000. In my world, we're going to be closer to 1000 like very close to 1000 maybe 1100, okay. So we're going to be pretty close to my end of the scale as opposed to your end of the scale. But it's an offer,

What I've found is like I've tested it all. I have changed the offer letter. I've put it on colored paper. I've done everything the response rate doesn't

change. It is what it is. It might vary a little bit, but it is what it is. The most important thing is showing up in their mailbox and being there. Because on any given day, on any given day, you never know how often someone's going to need money, right?

It's like a credit card offer, the offer comes in the mail, you look at it, you're like, I don't need a credit card today, toss, toss, toss. Then all of a sudden, you show up one day, there's an offer in the mailbox for credit card and you're like, you know what? This is the perfect day because my car broke down, I need a new credit card, my other ones maxed out. I think I'll take that credit card. Or I might see something on the horizon that I want to go do or maybe my life has changed. It's the same way with our offers, they might get them, throw them away, throw them away, and then all of a sudden, you hit the mailbox on the day that they need something. Then when they need it, they'll accept your offer.

So it's really a numbers game more than it is a beautiful thing and to me, I'm not trying to impress sellers. I'm really not. A seller relationship is a transaction. I will never ever, ever, ever deal with them again. They might have more than one property. But the odds are, it's a transaction. It's a transaction. I just got to keep it going. My buyers, on the other hand, I do want a more better look and feel from them. I want a better experience from them. But the sellers, it doesn't matter it's a volume thing.

Mark: Yeah, I love what you said. I love that everybody said and I think it's really important that everybody understands that when we're buying the property it's a transaction, when we're selling the property it's a relationship. Those are two very, very different things. Then from a marketing 101 standpoint, right, you've got to always be tuning in to WIIFM (What's In It For Me), okay. No one cares about your background, no one cares about you. You know, what they care about? Them and they care about how much you're offering for that property. They don't care where you're coming from, they don't care about your biography, they don't know you, they don't like you, they don't trust you. You know what they do like? Your offer or they don't like it.

So why spend the extra mail? Why go through the extra step of it? You want to dress in your suit and make you feel good? No one cares. They don't care. They care about themselves and this applies to everything that you're doing.

If you're emailing your list, every time you write a sentence, when you finish that sentence, think to yourself who cares? Because if it's about you, they don't care. I've been in business since 2000. Who cares? No one cares how long I've been in business except me. It's a nice little ego stroke. You know what they do care about? Can I show them proof that since I've been in

business so long, people had a good experience working with me, because that applies to them. That they can get their arms around. Can I close quickly? Can I close efficiently? Am I trustworthy? Those things apply to them.

They don't care how long I've been in business. They don't care what I show up to business in. They don't care why I'm selling property. They only want to know what's in it for them. It's a really, really important concept to wrap your head around, especially when you're new because you want to look good. You want to be professional. You want the good looking logo and the good looking website, which then goes and matches with your good looking offer letter. No one cares, especially the sellers they just want to know what's in it for me. You're going to buy my property at that price that you just offered me or not. Was that too harsh Scott Todd?

Scott: I think that's it, man. You know Mark, Tate, and I will talk often about this topic and it's really one that I think a lot of people miss is this is a simple business. It really is a simple business. Okay, it's about buying one thing, it's land. Now the size might change, the price might change, whatever. It's about buying a piece of land at what you think is a fair price. Then it's about selling that land at some price component that's higher. What's going to make it more valuable is what you're offering there, which is owner-financing.

So you're out there, you're looking for the land that's not available for sale. You're solving someone's problem. You're getting the land. You're now selling this land at a higher price because you're offering owner financing or a cash deal. That's why people will do it you're adding value to the transaction. Then, you're rinsing and repeating. What most people want to do though, they want to make it more complex than what it is like. They think it can't be this easy. Easy, I know firsthand, easy is boring, don't you think? Like I mean, it's boring. This is a boring business. It really is. It's exciting getting the money but isn't it boring?

Mark: It's the most boring. That's why you won't see us on HGTV or the DIY network. It couldn't be more boring. It's dirt.

Scott: [yawns] So all of a sudden we start to think, oh, I can't be that easy or they're not accepting my offer because... I always tell my kids like look, when you start changing things in your life, you can't change all of these things at one time because then it won't solve the problem, right? Like, you put something out there into the world, and then if you have a problem, you tweak it, right? It's not major changes. It's about okay, look, we got a

problem here. It's not working. So let's make one change and let's look at what happens.

So, basically, business if you're running a business, you're writing a lot of almost like a hypothesis, right? Like you're trying to decide like, okay, well if I do this, what produces here? If I change the color of the letter can I get a higher yield or if I handwrite my offer letters, can I get a higher yield? But you got to get time to work through the system. It's not an instant thing. So oftentimes what happens is people, they want to change all of these things and the next thing you know, they're like, well, nothing's working. Well, nothing's working, because you changed too many things at one time. Change slowly and get better, right? Like find the things and if it doesn't get better, go back. Revert back and then change again.

Mark: Yeah, absolutely. I know this stuff drives Mike Zaino crazy when people get on a call with him and, and ask him like you know this question and that question. Mike, how do you help people kind of stay focused on the recipe when they kind of get in their own way?

Mike: That's a great question. Well, I think it may dial back to something Scott was referring to. In fact, you know, I know he was joking, but he's been completely honest, it's a boring business, but that serves us well. That's why it's repeatable. That's why it's redundant. I think that when people get off track, it's similar to what Scott's saying as well it's that they may be trying to do too many things at once. So he might be talking very specifically, what he was saying about like offer letters tweaking them slowly and surely, if you want to do that, and play around with that.

But you know, you could try to do too much of your business, like try to outsource the whole thing at once. You have to take it like you always say, Mark, right, how do you eat an elephant one bite at a time. You have to slowly work through these things. When you're focused on one thing, you have to do deep work on that thing. So maybe you have a day set aside to work on some marketing or another day for intake, whatever it may be whatever part of the business, but I think people go sort of off the rails and so on and so forth when they try to do too much at once. Try to implement too much at once, try to change too much at once on a macro scale, not just the micro-scale that Scott was talking about. That just leads to you being overwhelmed. I mean, at the end of the day, you're either going to feel and I've experienced this, at the end of the day you're going to feel satisfied, like, wow, that was a good day. I did great things or are you going to feel overwhelmed?

But you have complete control over that. Because if the beginning of the day you, you just put one of two things either you don't have any goal for the day, you just kind of react to emails, and so on and so forth or you just have too many things in place. At the end of the day, you're going to feel exhausted. Even if you did some great things, you're going to feel like overwhelmed.

But if you have a couple of specific things, you plug them into a timeline and deep work on them, you're going to feel wonderful. You're completely in charge of that. That's the crazy thing like you're completely. So how do people get off the rails, get overwhelmed is they try to take on too much? They don't have a narrow set of goals, and they don't just chip away at it. So I think how do they get back on track? You do that. You kind of bring them back in. Okay, well, let's do one thing today. Let's work on this or that. Fortunately, our business is easy to do like that. There's only five parts. I mean, there's micro components in each of them, but there's only five. So you can kind of dive in as necessary.

Mark: Yeah, I was going to ask Mimi, I mean you know, with your coaching clients' maybe do you find that this is the thing that you got to kind of help them make something less complex? Like the natural inclination is to make this more complex than it needs to be.

Mimi: Not just mailing but the whole business, they have a tendency to think that it's much more complex than it is and they need to be reminded you just do it, just do it. Stop thinking about it so much and just do it, mail and market.

Mark: Erik, how about you, what do you do?

Erik: Yeah, I mean, I think that oftentimes, coaching students or just really anybody getting started in this business tends to... They get sidetracked and focus on the wrong things. You know, we talk about mailing and marketing, those are the key elements of this business and if you're not doing those things, you know it's not going to work for you. So, if you're spending your time building your website, or I don't know, any number of other things, creating your logo, etc, like, those aren't the things that are going to sell property. Okay? So that's why we tell you to focus on mailing and marketing.

Mark: Yeah, exactly, exactly and, you know, I think there's a principle involved in this with business and systems, it's a simple system can become more complex. But if you start with a complex system, it'll never become

simple. It just won't work. So, I think I'll do an email about that for next week or something like that. But I thought this was a really good topic and I'm glad Scott Todd, you brought up that custom offer letter and hopefully everybody's getting a lot of value from it.

But you know where a lot of times people get the most value from? Mimi Schmidt and her tip of the week. So Mimi, what is your tip of the week: a website a resource, a book, something actionable for *The Art of Passive Income* listeners go improve their businesses, improve their lives. What do you got?

Mimi: I've got this website EasyGif.com video to JPG and it's so cool. It was actually suggested to me by one of my coaching students, Chris Balder. What you do is you go watch a video, see what part of the video you want to make pictures out of, right? Let's say you need more Facebook or Craigslist pictures because you've used everything your photographer gave you. You just upload it and it gives you an opportunity to put from what second you want it to start to what second you want it to end. Then you press a button and it creates all these pictures. I uploaded 10 seconds of video or I uploaded the video shows where to do the first 10 seconds it created 100 pictures.

Mark: Cool.

Mimi: Yeah.

Mark: That's a really good tip.

Mimi: Yeah, I thought that was cool.

Mark: Any other thoughts? I'm sure Mike Zaino has something negative to say because he takes awesome things and finds the negative.

Mimi: I was kind of surprised that the pictures look pretty good too. I thought the quality would look bad, but they're actually okay.

Mark: Scott Todd, your silence is deafening after the little shot I took at Mike.

Scott: No, look, I think it's cool. I mean, a video is obviously 30 frames of a still image you know, one second is. So that's a cool way of getting some pictures.

Mark: All right, well, very good. So, I thought this was a great podcast and great Round Table. Before we get to our bonus talk, so we can kind of circle back to why Erik and I were so upset with Mike and Scott. We just want to remind everybody that the only way that Mimi's going to keep doing tips of the week is if you do us three little favors: you've got to subscribe, you've got to rate, you have to review the podcast. Send a screenshot of that review to Support@TheLandGeek.com we're going to send you for free, the latest whole tailing course *How to Double Your Money 30 days or Less*, that's normally \$97. So please do that. It really helps us. It's the best gift that you can give us if you're getting value from the Round Table podcasts. Are we ready to do this? One, two, three let...

All: Let freedom ring.

Scott: Told you it was great without Zaino here.

Mike: He Bossman.

Mark: He Bossman.

Scott: Hey, Mark. We have a cool update coming for LG Pass. You want to see it?

Mark: Yes, absolutely.

Scott: All right. Check this out. So, this is actually ready to go live it will probably go by the time this video comes out this should be live. But ultimately, let me share my screen real fast with you guys. But I can't because it's disabled.

Mark: Here let me...How do I do this?

Scott: But basically, what the developers have been working on is a couple of things. One is one of the requests that we get all the time is okay, I've got these VAs, but I don't want them to see the entire business. I want them to stay in their lane. I don't want to go on all over the place. You know, we've pushed back on that for a while because our VAs have access to everything even though they don't-

Mark: You know what? By the way, you can share the screen now.

Scott: Okay. So basically, what we did was the team went out, and they basically developed or created you know, the ability to add permissions for users. The way it works is you come to like to your name up here, and you

click on view users. So, this is a test account here and when I view users, you'll see that I've got like Jimmy Johns in here is one of my users. His role is a user. I have two roles, administrator or user. So, the administrator runs everything. They can add more users and they can do everything. They have like the god feature if you will. Ultimately though, I can come in here I can give permission. So, I can say, hey, this guy does not have access to the organizations. If you look, it's geared towards this, organizations, mailing, due diligence, closing, properties or inventory, sales.

So basically, you can restrict you can say, hey, this user, Jimmy Johns, well, he doesn't need to get into my organization information, change the organizations. He's only doing mailings. So basically, he can come in here and just do the mailings. He will not have access to the other stuff. Now, because the due diligence requires the mailing and because the closings require the mailing, well, if you're going to give closings well, you got to give them the other two before because it's all in one tab together but essentially, you can come in here and you can block out and also you can tell which companies they have access to or which organizations they have access to or not.

So that's a change that's coming real soon. Now what we're doing here is the reason that we did that is because we're also laying the groundwork for this, you'll see there's already a button here that says issue check. It's been there since day one of LG PASS. But it was always a checklist item. Like yeah, I issued the check, whatever. However, what we're doing is we are laying the foundation now so that somebody can come in here and we can tie in, Lob our Lob accounts to a bank account.

So Lob offers the ability to print checks, you'll be able to come in here, hit issue check and bam, as long as you're an administrator, you can hit issue check so that now someone has to come to you and say, hey, we issued the check on this. So now you get to still have your checkbook. But then you hit the issue check button, the check goes out, you get an email from Lob with a check information that you could forward to the seller if you want to say, here's the check and also we'll go ahead and add it back down here as a record saying, hey, that the check has been issued. So that is the change, not the check piece but the permissions piece is one of the things that's going live. The check is coming in the fall. But this is why we're doing it right. How do you like that one?

Mark: I love it. The fact that you know, we keep adding more and more features, more and more benefits, and lowering the price is amazing. So if you haven't checked it out yet, check it out for free. If you're using something that's overpriced, that is doing the exact same thing that our

system is doing come on over. Go to TheLandGeek.com/Resources get your first month free. You need help exporting your stuff? We will help you.

Scott: Wait, there's more.

Mark: There's more?

Scott: There's more. The next thing that people absolutely complained about and they didn't complain, they were just like, man I hate this and I got to be honest with you, I hated it too. You know what it is Mark? It's that when you go to upload your list somewhere, okay? Like, I mean, we've used other versions of this system as well. But what happens is you upload your list, and there's always a mapping screen that says, okay, well, this one's got to go here and this one's got to go here. So, you spend, I don't know, minutes matching these columns up. So what the team did was they created an algorithm.

What the algorithm does is if you're using a spreadsheet, for example, if you're uploading a CSV file that already has in it, the column, headers like you will see right here, right? So like, you'll notice on this one, it says property - state, property - county, these are all the headers that matches to the fields.

So, what happens is when you go to upload this list, let me show you what happens in the future state. Let me show you what happens once we turn the key or make this live this week.

What happens is, you come over here, and you're going to import a mailing. So we're going to come over here and import a mailing and we're going to hit choose file. When we go to choose the file, let me choose it real fast. It's over here in the Bootcamp folder. I got to get up there, I just passed it. There it is. It's that one and it's this one that says LG PASS, there it is. So I'm going to upload it right now. When I do what you will notice is that that the mappings on here are already pre-populated.

Mark: Oh my gosh.

Scott: Now, what is it populated with? Well, it's populated with the, with the data from the Excel so the Excel columns over here. But because it's a direct match because these columns here match to these, this is what Excel had, this is what LG PASS has because it's a direct match it already lines up. Now we know that not everybody's going to like want to use the template that we recommend. It's just a fact. So what we're doing though is people will tend to use the same template over and over again. So what we did layer two of

that is we have now used in or the ability to save the users' normal preferences. It's kind of like what they did last time.

So now all of a sudden, you go to upload the list, like you don't have to think about it. I mean, I would think about it because you could get it wrong, but like, you know, to me, I would go in there and still make sure that it's right. But this is one last like choose, choose, choose, choose. I hated it myself. I know users hate it. This is like we are making the process to mail even faster. That's cool stuff.

Mark: Saving time. So geeky.

Scott: And the price is going down.

Mark: The price is going down, genius, genius. I love it.

Scott: What economics major did that?

Mark: Well, you know, clearly one that wants to dominate the market.

Scott: There you go.

Mark: Because look there's nothing wrong with being a Honda Accord or Toyota Camry. It works, it's reliable, and it's reasonable.

Scott: It's a lot like that razor that you use that Honda Accord razor.

Mark: Okay, now we're getting into it. Now it's over. Now we're getting into it.

Scott: I do want to say this though. While I have this opportunity, I do want to say this though. Erik, I don't know what he was thinking when he did this. But he did share with you in the chat like because we were having this whole razor conversation like we do like every week. He did share this link right here that shows that your razor, your razor the Supply Single Edge razor is like the best one for I don't know single edge injector razors, right? Like it's saying how great it was and everything. However, I want you to focus your attention on my mouse. See my mouse right here?

Mark: I see it

Scott: Towards the right, most popular products purchased through our website last month. What does that say? Again, the crowd has knowledge. It has the best razor. The crowd is intelligent. You can't argue that Mark.

Mark: Look, McDonald's sells billions of hamburgers every single year and the crowd is right. They're delicious. I love McDonald's. That being said, you offer me Bern's Steakhouse or McDonald's. I'm going to pay the extra money. I'm going to Bern's, okay?

Scott: Okay, that ends this discussion. I think the podcast is now over.

Mark: All right, no, no problem. But Mimi's husband is going to solve the debate finally, for Father's Day. By the time this comes out the next Round Table, we will know definitively what Dave Schmidt prefers. Who is arguably the man's-man, okay. This guy graduated Air Force Academy, he's a pilot. If you haven't met him, I mean, he's freaking cool. Okay? He's what every guy aspires to be. Which probably made Mimi fall in love with him, right, Mimi?

Mimi: Definitely.

Mark: But ultimately, at the end of the day, a man's-man going to know a good razor from one that's average.

Scott: He's going to know. [00:35:47] [inaudible]

Mark: If he likes to the Merkur over the Supply, I will live with it. I will be at peace with it. It's fine with me but that's how confident I am. Because I tried you guys razor and it didn't even do the whole point of the job is to cut your hair on your face. It didn't do it.

Erik: I feel like when he gets him both he's got to do like half with one razor and the other half with the other and then Mimi it can be the judge.

Mimi: We will feel it.

Mark: Exactly, exactly. Well, thanks everybody and see you next week.

[End of Transcript]