

How To Make \$10K/mo In Passive Income  
Within 12 Months By Building A *Scalable,*  
*Migraine-Free* Real Estate Investing  
Business the Geeky Way

Presented by:



Mark Podolsky

AKA

*The Land Geek*

- ❶ Full time land investor since 2001
- ❷ Completed over 5,000 land deals and still going strong
- ❸ Owner of Frontier Properties
- ❹ A+ rating with BBB
- ❺ Land investing coach and mentor

Creator of two top-rated podcasts on iTunes

**THE LANDGEEK**  
**PODCAST**  
With Mark Podolsky

- ▶ WORK SMART
- ▶ EARN MORE
- ▶ LEARN HOW

THE BEST  
**PASSIVE  
INCOME  
MODEL**

With Mark Podolsky

**THE LANDGEEK**

In a nutshell, this is what I teach people:

How to build a simple business model that makes  
\$10,000 or more in Passive Income every month...

How to Systematize key parts of the business so they  
work most effectively...

How to Eliminate work by finding inefficiencies and using automation tools...

How to Delegate up to 90% of the work that can't be  
eliminated, or automated...

And, how to work ON the business instead of IN it.

Here's What You'll Learn During This Presentation:

How you can have the financial freedom you deserve  
without working yourself to death....

How you can build up significant passive income in  
real estate, but without the headaches and  
nightmares you always hear about...

And, how you can create the ideal situation in  
which you work...

- ✓ When you want
- ✓ Where you want
- ✓ And with Whom you want

You'll Also Learn...

How you can start small, and Scale your business efficiently,  
to bring in all the passive income you'll ever need...

Why you only need a simple business model and a few  
well-built systems to get started...

And, how you can get all of this done in about 12 months,  
working just a couple of focused hours a day.

Why This Is Important To You Right Now

Most Real Estate investing business models you see can be profitable - if you set them up the right way.

But most of the time, they put you up against a  
lot of Competition...

And they also put your time, money and energy  
at significant Risk.

Here's what I mean by a lot of Competition:

Big companies that sell the most common house-flipping  
and rental-property training courses have Huge  
Marketing Budgets and Massive Reach...

Plus there are at least a dozen TV shows about fixing and flipping houses that inspire everyone to give it a try.

And, a lot of famous financial advisors sing the praises of owning rental properties, so all of their followers want a piece of that pie.

And here's what I mean by a lot of Risk:

Fixing houses or managing rental properties yourself,  
consumes a lot of your time and energy.

You can run into a huge variety of surprises like mold, asbestos or structural damage, that cost a LOT of money to fix.

Plus, houses and other buildings are really *expensive*, so  
you're more likely to need private investors....

Which means you do the same amount of work, but you have to share a really big part of the profits.

# Why Raw Land?

- ⊘ No Renters...
- ⊘ No Tenants...
  
- ⊘ No Renovations...
- ⊘ No Toilet  
Repairs...
  
- ⊘ No Rodents...
- ⊘ No Termites...

- ❖ Also, land can't be stolen or destroyed
- ❖ The land market has low competition
- ❖ Not glamorized by reality TV shows
- ❖ Can't vanish into thin air like shares of Enron stock

Land is Simple

- ❶ Fewer restrictions (like building codes)...
- ❷ Faster and easier closing (since there are no mortgages)...
- ❸ All of your Due Diligence can be done online (you never even have to set foot on a property!)...

And the best reason?

LAND GENERATES PASSIVE INCOME

You make passive income by selling properties on easy owner financing terms, and getting monthly cash flow until the notes are paid off.

And, it's much easier to sell land on terms than houses,  
because with land you offer super affordable payments that  
just about anyone can handle.

So, because land is simple...

You can build up a portfolio of notes from properties you sell  
with owner financing terms very quickly....

And reach your passive income goals much Faster.



Why not just save money and invest in stocks or bonds?

## From The New York Times:

**For every \$1000 of monthly income you would need \$269k in the bank!**

worker needs to have banked 11 times annual pay. That means a household earning \$75,000 a year would need to have saved \$825,000. Work to age 67 and the multiple drops to 9.4 (\$705,000); retire at age 62 and the multiple rises to 13.5 (\$1 million).

The fund company T. Rowe Price advises a multiple of 12 times final pay, while Fidelity calculates that a multiple of eight times pay will do the trick. All the firms use slightly different assumptions. But you can see that they are in the same ballpark as **above**, and more importantly, that it's a big park.

Looking at it another way, **BTN Research** estimates that, assuming 5% average annual investment returns, for every \$1,000 of monthly income you want over a 30-year retirement, you need \$269,000 in the bank. Let's consider that same household making \$75,000 a year. To replace the commonly recommended 80% of income in retirement — or \$60,000 in this case — the household would need \$5,000 a month. In this calculation, this household's number is \$1.35 million, or 18 times final pay. A higher investment return would bring the numbers down.

To have \$10K/mo in passive income you would need to  
save *\$2,690,000* and earn 5% interest

# Is Land Investing For You?

If you don't like putting your money into a bank, or a fund,  
and getting tiny, pathetic returns...

This is for you...

If you want to invest in a stable asset that you control,  
instead of rolling the dice in the stock market...

This is for you...

If you want to make HIGH Returns with LOW Risk...

**This is for you.**

Also, if you've tried investing in real estate but you didn't like  
dealing with the headaches...

This is for you...

If you're currently a real estate investor competing in a tough market, and you want to make money with less effort...

This is for you...

If you want to build a real estate business that leverages  
systems and automation to make your life easier...

This is for you...

If want to own a business that has processes you can easily delegate to inexpensive assistants, so you can enjoy more free time...

**This is for you.**

If you want to make extra cash to get out of debt...

This is for you...

If you don't have millions in the bank, and you're worried  
about your retirement...

This is for you...

If you want enough passive income to replace your job income, and  
work for yourself...

This is for you...

If you want to achieve complete financial independence...

And you think that earning *300% to over 1,000%* returns on your money seems like a good way to make it happen...

Then this is definitely for you!



## Land Geek House Rules:



NO "Get Rich Quick"



NO “Sit on the beach while earning millions”



NO “Set it and forget it”



NO RIDICULOUS PROMISES



## DIY Real Estate Reality Check

Most people who buy “how to make money in real estate” training courses...

Won't make any money whatsoever.

The reality is, it takes a lot of effort...

And most people don't focus their efforts long enough to  
get the results they want.

I admit, my results in the land investing business aren't even remotely typical.

I have an advantage over most...



- ❶ A “name” in the Industry...
- ❷ And a list of customers who trust me.

But, I have a confession...

Even though I've done well in this business, I made a  
*TON of mistakes...*

And I missed out on *millions* because I didn't recognize  
when to seek advice from a good mentor.

## Where I Came From

- Middle class upbringing
- Midwestern values
- Father was a workaholic

## The Standard Advice I Got?

- Get a degree from a good university
- Get a job for a good company

## So, of course...

- I earned 4-year degree from a good school – Indiana University
- And I got a job as a business broker helping dentists buy and sell their practices.



## Soul-Crushing Job



So, my second job was in investment banking  
M&A...

If you've ever hated your job and felt like you had no control...

We have that in common.



👉 Stressful commuting in rush hour...

👉 My boss micromanaged me...

👉 Felt like I had to compromise my values every day just to get clients...

I even felt like a phony when telling people I was an “investment banker” because I was really just broke and miserable.

If you've ever kept a miserable job just because you felt  
trapped by responsibilities...

We have that in common



- 👉 House with a mortgage payment...
- 👤 Had a 6 month old baby at home...
- 👉 Monthly bills and groceries...
- 👉 Living paycheck to paycheck and getting nowhere...

- ☹️ Only \$3K in savings for car repairs...
- ☹️ Couldn't let my wife buy organic baby food...
- ☹️ Constantly arguing with my wife about money...

If you've ever felt desperate for a change...

And extremely stressed because you didn't have the  
freedom you want...

We definitely have that in common



## Turning Point

You might not believe this, but I basically stumbled into  
the world of land investing...

I ran into a buddy who was buying and selling land, and  
doing pretty well with it...

So, I went to my first tax deed auction...



Clueless



Scared to death



My last \$3K at stake

Turns out... I was amazed with the results!





So, I committed to learning and mastering every aspect  
of the land investing business.



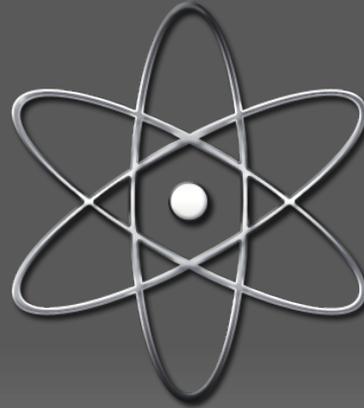


And I'm going to share the most important secrets I  
discovered about land investing with you...

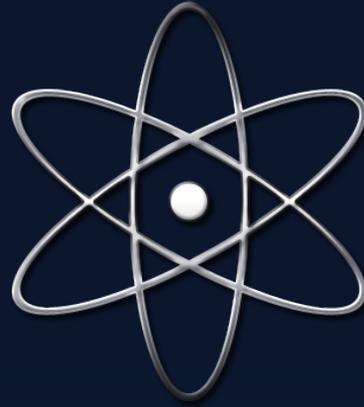


Right Now





## Land Investing Core Philosophy



Systematize. Eliminate. Delegate.

# Systematize

- Every task or to-do is part of a process, which is part of a larger system...
- And when you systematize processes, you improve consistency and reliability

## Eliminate

- Systems aren't built perfectly at first...
- So over time, you can eliminate inefficient processes (or effectively eliminate them with automation).

## Delegate

- Once you build a process, if you keep doing the routine yourself, you're working IN the business...
- But when you document and standardize processes, it lets you easily delegate them to inexpensive assistants.

So if you approach every aspect of the Land Investing business this way, you can spend more time working ON your business.

And by working ON your business, I mean working on strategy, growth and improving your systems...

So that way you don't just create yourself a job, you  
become a true business owner.



## 5 Simple Systems

## Systems 1 – 3 are Acquisition ( or Deal Flow) Systems

-  1. Finding Land
-  2. Making Offers
-  3. Buying Land

## Systems 4 – 5 are Marketing Systems

 4. Finding Buyers

 5. Selling Land



# Systems Training



## System 1: Finding Land

 Researching  
Counties

 Getting Lists

 Scrubbing Lists



## Researching Counties

## Big Picture - In general, what makes a county good for land investing?

- 📌 Abundance of raw land
- 📌 Moderate climate
- 📌 Located within 2 to 3 hours of popular city
- 📌 In the path of economic and population growth

## Where to find county information:

- 📌 NACO.org (National Association of Counties)
- 📌 Wikipedia (good for history, overview, general info)
- 📌 County websites & County officials (call and have a conversation)
- 📌 Local news & real estate publications
- 📌 [census.gov](https://www.census.gov)

## Advanced tips:

- 📌 When deciding what characteristics of a county are good or bad, think about what your specific niche group of customers want.
- 📌 Organize your research in terms of features and benefits for your future customers.



## Getting Lists

## Big Picture - What list to get and why:

- 📌 County delinquent tax roll
- 📌 Shows properties behind on taxes but NOT foreclosed
- 📌 Owners most likely don't use or appreciate the property

## Where to find county delinquent tax lists:

- 📌 County treasurer's office
- 📌 [listsource.com](https://listsource.com)
- 📌 [agentpro247.com](https://agentpro247.com)
- 📌 Local title companies sometimes have lists

## Possible challenges:

- 📌 County employees might not be easy to work with
- 📌 List format might be messy if the county has old IT systems
- 📌 Lists from 3rd parties might be outdated



## Scrubbing Lists

## Big Picture - What info you need from the list:

- 📌 Tax delinquency info (how far behind? / how close to foreclosure?)
- 📌 Parcel numbers
- 📌 Acres/lot size
- 📌 Assessed value
- 📌 Owner's mailing address

## Properties you don't want on the list:

-  Residential buildings
-  Industrial buildings
-  Commercial buildings

## Executing the scrub:

- 📌 Easiest to use Excel, Numbers or Google Sheets to sort, filter, group etc.
- 📌 In general, eliminate properties with assessed value over \$30k to isolate raw land
- 📌 Sort and batch properties by APN so you can do your due diligence in batches
- 📌 Efficiency Tip: Once you can do this part, record the steps and make this one of the first things you outsource

## System 2: Making Offers

-  Calculating Offers
-  Mailing Offers
-  Tracking Offers



## Calculating Offers

## Big Picture - Info you need to determine how much you offer:

- 📌 Your minimum return on investment (ROI)
- 📌 Comparable property sale data
- 📌 Expected closing costs
- 📌 Delinquent tax amount

## Where to find comps:

 County Assessor

 LandandFarm.com

 LandWatch.com

 eBay

 Google

## Advanced tips:

- 📌 For properties you plan to resell for cash, assume 300% ROI and back-calculate to get your offer price
- 📌 For properties you plan to resell on owner financing terms, assume 1,000% ROI and back-calculate to get your offer price



## Mailing Offers

## Big Picture - Why mail? And why you should never stop mailing...

- 📌 If you talk to people about buying their land, they will treat you like an appraiser.
- 📌 Mailing offers is the main artery of your land business. When you stop mailing offers, it's like blocking or severing that artery.
- 📌 20 offers a day is a good rule of thumb to keep a good pace.

## Realistic Expectations:

 3% to 5% response rate

- ◆ Lower than 3-5% - most likely offers are too low
- ◆ Higher than 3-5% - most likely offers are too high

 LOTS of undeliverable mail

- ◆ Use BeenVerified.com to find updated addresses

 Expect a few nasty messages from people who don't like your offer amount

- ◆ Set up a Google Voice account

## Ways to mail out offers:

- 📌 DIY or delegate to your VA
- 📌 Yellowletter.com
- 📌 Lob.com
- 📌 Local direct mail service



## Tracking Offers

# Big Picture - Key things to test & track results for:

## Envelope Variations

- ◆ Handwritten vs. printed
- ◆ Printed personally at home vs. mass mail printing
- ◆ Envelopes vs. postcards

## Offer Letter Variations

- ◆ Business look vs. personal look
- ◆ Warm/friendly vs. all business
- ◆ Explain offer amount vs. straight offer

## Advanced tips:

- 📌 Track all of your county tax deed auction dates
- 📌 Increase mailing frequency near this date
- 📌 Potential “deed grabber” opportunity

## 3. Buying Land

-  Due Diligence
-  Deciding To Buy
-  Closing As Buyer



## Due Diligence

## Big Picture - The Key things to know about a property before you buy:

- 📌 Location details (exact coordinates and mapping)
- 📌 Terrain / Landscape
- 📌 Accessibility
- 📌 Any structures or modifications
- 📌 Restrictions
- 📌 Title Chain

## Where to find your due diligence info:

-  GIS Maps
-  Terrafly.com
-  Google Earth
-  County departments

## Advanced tips:

📌 Inspect properties and get pictures/videos without setting foot on them

◆ [wegolook.com](http://wegolook.com)

◆ [craigslist gigs](#)



## Deciding To Buy

## Features that generally make it easier to sell a property:

- 📌 Easy access (near main roads, easy to find, suitable for full-size vehicle)
- 📌 Valuable improvements (wells, survey stakes, road/driveway)
- 📌 Located near compelling attractions (lakes, rivers, beaches, national parks etc.)
- 📌 In the path of population growth

## Features that generally make it difficult to sell a property:

- 📌 Difficult to access (remote, landlocked, reachable by ATV or hike only)
- 📌 Junk or trash on the property (or nearby properties)
- 📌 Restrictions (zoning, EPA or other agencies)
- 📌 Liens
- 📌 Issues with title chain

## Advanced Tips:

- 📌 Who decides if features are good or bad?
- 📌 The next owner (i.e. your customer)
- 📌 There's a pig for every barn!



Closing As Buyer

Big Picture - The goal is always to close quickly and smoothly:

- 📌 Last-minute due diligence
- 📌 Logistics and timing
- 📌 Required paperwork
- 📌 Getting the deed

## Resources:

-  Call the county assessor
-  NotaryPro.com
-  123notary.com
-  Title Company
-  RocketLawyer.com (for legal docs)
-  Deeds.com

## 4. Finding Buyers

-  Finding Traffic
-  Building Your List
-  Earning Trust



## Finding Traffic

## Big Picture - Get in front of relevant traffic:

- 📌 "If you build it, they will come." (from the movie Field of Dreams) - Does NOT Apply!
- 📌 Go where people are already looking for land
- 📌 Go where people from your niche market are going
- 📌 Be an active contributor and position yourself as a helpful expert

## Where to find relevant traffic:

 BiggerPockets.com

 Facebook groups

 LinkedIn groups

 Craigslist

 eBay

## Advanced tips:

 Check engagement and activity of the site's visitors

- ◆ Blog comments
- ◆ Social media comments
- ◆ Likes and shares
- ◆ Traffic data from [Alexa.com](https://www.alexa.com) or [Similarweb.com](https://www.similarweb.com)



## Building Your List

## Big Picture - Give away something of value to start relationships:

- 📌 Create a digital giveaway that your ideal customers will find helpful
- 📌 Should be relevant, timely, accurate and useful
- 📌 Get honest criticism from someone you trust before you give it away

## Capturing leads (i.e. email addresses):

### Types of lead capture:

- ◆ Squeeze pages
- ◆ Pop-ups
- ◆ Embedded forms or boxes

### Resources:

- ◆ [LeadPages.com](https://www.leadpages.com/)
- ◆ [InstaPage.com](https://www.instapage.com/)
- ◆ [Unbounce.com](https://www.unbounce.com/)

## Advanced tips:

📌 Use keywords (the actual language of your target market) on your squeeze pages for better response

- ◆ Google Keyword Planner
- ◆ Market Samurai
- ◆ Keywordtool.io



## Earning Trust

## Big Picture - Be the "Go-To" land expert for your audience:

- 📌 Provide helpful info and tips, not just endless sales offers
- 📌 Keep interest and engagement, and respect your list
- 📌 Seth Godin, Ryan Lee & Andre Chaperon are great examples - their audiences love them

## Email - Trust begins in the inbox with Top-of-Mind awareness:

- 📌 Email Service Providers (ESP's) allow efficient, automated and scalable follow up
  - ◆ MailChimp.com
  - ◆ AWeber.com
  - ◆ GetResponse.com
  - ◆ ConstantContact.com
- 📌 Write conversationally, like you're talking to a friend
- 📌 Deliverability - avoid being mistaken as SPAM
  - ◆ Communication shouldn't be too "salesy"
  - ◆ Most ESP's have SPAM scoring tools

## Advanced tips:

- 📌 Segment your list based on interest and behavior (i.e. what did they click?)
  - ◆ ESP's have open & click stats
  - ◆ Most ESP's have segmenting function
  - ◆ AWPPro Tools – for super geeky segmenting

## System 5: Selling Land

-  Placing Ads
-  Selling To Your List
-  Closing As Seller
-  Collecting Feedback

## Placing Ads

Big Picture - Place ads in low-cost, high-traffic places and grab attention:

 Craigslist

 Backpage

 eBay

 LandandFarm.com

 LandWatch.com

## How to grab attention:

### Good headlines get you noticed

- ◆ Urgent, unique, useful, ultra-specific
- ◆ Free headline generator at <http://www.title-generator.com/>
- ◆ Free headline analyzer at [www.coschedule.com/headline-analyzer](http://www.coschedule.com/headline-analyzer)

## How to inspire action:

### Good ad copy inspires action

- ◆ Attention, interest, desire, action
- ◆ Good ads spark curiosity and stir emotions
- ◆ Youtube is a good shortcut for learning about copywriting principles
- ◆ How to Write a Good Advertisement: A Short Course in Copywriting – by Victor Schwab
- ◆ Analyze ad structure for successful competitors

## Selling To Your List

Big Picture - It's always easier to sell to people who already know you, like you and trust you:

- 📌 Your List = Your People
- 📌 Your #1 Asset by Far
- 📌 Give your people first priority for special offers

## How to Sell to Your List:

- 📌 Pick up the phone or record a quick personalized video
- 📌 Use your ESP to send a broadcast email to your list
- 📌 Post something to your social media accounts.
  - ◆ Buffer.com lets you post to all accounts at once.

## Get Customer Referrals:

- 📌 ASK – call, email, write a letter, send a postcard
- 📌 Offer compelling incentive
- 📌 Good resources for non-ecommerce referral programs:
  - ◆ HasKarma.com
  - ◆ Campaignedapp.com

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# Case Study

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## Case Study: The Value of Your List

# Scott Todd

- ★ Bought muddy land in Florida
- ★ Thought he made a big mistake
- ★ Emailed his list of *only about 50 people*
- ★ Sold the land in just 4 days
- ★ Made \$21K profit



## Closing As Seller

# Big Picture - Make it EASY for people to buy:

## Easy payment processing

- ◆ Stripe
- ◆ Checkbook.io
- ◆ Zimplemoney.com

## Easy paperwork

- ◆ DocuSign
- ◆ [cudasign.com](https://cudasign.com)- \$1
- ◆ [notarypro.com](https://notarypro.com)

## Guarantees & Refund Policy:

- 📌 Guarantees should be compelling - take away risk for your customer
- 📌 Crystal clear refund policy
  - ◆ Always better to avoid going to court
  - ◆ If you refund, you can still sell the land again!

## Collecting Feedback

## Big Picture - Know how they found you and why they bought:

- 📌 Best way to find out is to call and ask
- 📌 Email and ask them to respond
- 📌 Have a feedback form on your website
- 📌 Use surveys

## Resources for collecting feedback:

 [SurveyMonkey.com](https://www.surveymonkey.com)

 [SurveyGizmo.com](https://www.surveygizmo.com)

 [Survey.io](https://www.survey.io)

 [Google Forms](https://www.google.com/forms)

## Advanced Tips:

- 📌 When you call to ask why they bought, ask for a video testimonial while you have them on the phone.
- 📌 When reviewing feedback from surveys or online forms:
  - ◆ Look at overall length/wordcount of responses
  - ◆ Look for emotional words
  - ◆ Look for marketing keywords
  - ◆ \*\*These are indicators of your "hyper-responsive" people (i.e. the ones who care the most and therefore give you the best suggestions)



5 Simple Systems



Complete

So, now your foundation is in place, and your business is  
Systematized.

Next you're going to Eliminate.

Weed out redundant steps and bottlenecks - anything  
that's inefficient or slowing you down...

And you can even use Geeky technology tools to automate processes where possible.

And finally, you'll Delegate.

Write clear steps, take screenshots, and make short video clips for your processes...

Then Delegate to inexpensive virtual assistants you can  
find easily online.

So every time you complete this cycle...  
Systematize - Eliminate - Delegate

You remove yourself from working IN the business, so  
you can work ON your business.



SKEPTICAL?

Let's Play Devil's Advocate





What if I don't have a lot of extra time?



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# Case Study

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## Case Study: Two Hours A Day

# Jeff Akstin

- ★ Full time firefighter
- ★ Wife, kids and lots of activities
- ★ Works on his land investing business 2 hours a day on average
- ★ Makes 10,000 a month in passive income



So to start building your passive income in land investing, you don't need a lot of extra time.



What if I don't have a lot of money to buy land?



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Case Study:

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Case Study: Less Than \$1,000

**Mike Zaino**

- ★ Started with less than \$1,000
- ★ Focused on small deals
- ★ Quickly flipped properties on eBay
- ★ Paid off \$40,000 in debt
- ★ Now building passive income



You can also use option agreements to lock up properties  
with no money while you find a buyer

You can assign a contract like a wholesaler and make  
50% to 100%

Or you can Find a Partner

(I've partnered with people who found great deals, and so have many members of the Land Geek Community)

So to start making short-term cash and long-term passive income in land investing, you don't need a lot of money.



What if I buy land and then I can't sell it?



Wholesale your property to another investor

If you own an asset for 20 cents on the dollar...

Don't you think you could sell it for at least 40 to 50 cents on the dollar?

The key is to keep things moving and get deals under your belt.

Sometimes... it just takes some time...

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## Case Study:

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## Case Study: From Big Doubts To Big Dollars

### Dr. Victor Law

- ★ Bought 12 lots quickly
- ★ None were selling
- ★ Started having doubts
- ★ Sold all 12 lots 4 months after buying them
- ★ Netted \$48,000 on first sale



So if you buy land, and for some reason you can't find a  
way to sell it...

What's the worst case scenario?

You Still Own Land!

There are hundreds, probably thousands of  
possibilities...

You can grow vegetables, raise animals, hunt, harvest  
timber, build a paintball course...

Or you can always *lease* it to someone who wants to use  
it in one of these ways...

So the worst case scenario isn't bad at all!

You still have a ton of opportunities to get creative if  
you're struggling to sell a piece of land.



If everyone starts investing in land, will the market become saturated?



## Size of the land market (from taxsalelists.com)

~~The Market is HUGE!!!!~~ We've Served Up Over:

**89,941**

Sales Listed

**26,387,452**

Parcels

**89,077**

Lists Posted

- ❖ 3,007 counties in the U.S.
- ❖ 2.3 BILLION Acres (2,300,000,000)
- ❖ No Land REITS
- ❖ No hedge funds or private equity groups buy land

# Scarcity vs Abundant

Not enough to go round	More than enough to go round
I need to make sure I look good if I am to succeed	If I succeed and you succeed, we all succeed
I can't afford to do 'X'	I can afford to do instead
Reluctant to contribute and share information, resources, time	Open to collaborating and sharing what is required
I have all the answers	Willing to learn from others
Promotes only self and accomplishments	Promotes others and their achievements
Dictates and micromanages	Openness and trust

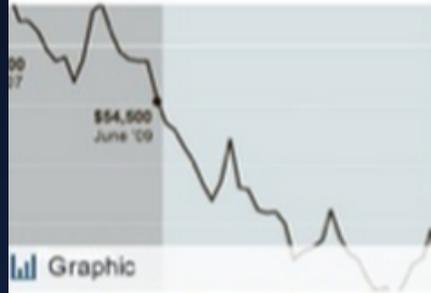


How Many Land Deals Does It Take To Move The Needle?

over the last two years, but households still have not come close to regaining the purchasing power they had before the financial crisis began, a new study says.

## According to The New York Times

### Multimedia



Household Income's Slow Climb Back

### Related

Economix Blog: Gen Y and Boomers, Suffering the Most (August 21, 2013)

during the recession, leaves median household income 6.1 percent —

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The study, issued on Wednesday by two former Census Bureau officials, suggests why many people remain glum even though the economy is growing and unemployment has declined.

Although median annual household income rose to \$52,100 in June, from its recent inflation-adjusted trough of \$50,700 in August 2011, it remained \$2,400 lower — a 4.4 percent decline — than in June 2009, when the recession ended. This drop, combined with the 1.8 percent decline that occurred

From The New York Times:

The average household income is \$52,100

To build enough passive income to exceed the average household income of \$52,100...

Just 22 Deals

Average monthly passive income from a property sold  
on owner financing terms:

About \$200/month

Here's an example from one of my deals:

Account No: <b>10102200020403</b>	<u>Property Address:</u>				
Payor: [REDACTED]		I [REDACTED] 7/27/2019			
Recipient: FRONTIER EQUITY PROPERTIES LLC		Payment: \$259.00 			
<b><u>Current Payment Details</u></b>		<b><u>Current Account Status</u></b>			
Principal	\$27.73	Late Paid	\$9.96	Interest Paid To	€ [REDACTED]
Interest	\$211.31	Late Owed	\$0.00	Next Due Date	7 [REDACTED]
Payor Fees	\$10.00	Lates Added to Balance	\$0.00	Current Balance	\$23,024.52
Reserves	\$0.00	Principal (YTD)	\$214.90	Previous Balance	 23052.25
Others	\$0.00	Interest (YTD)	\$1,697.42	Accrued Interest	\$0.00
				Reserve Balance	\$0.00
		<b><u>Disbursements</u></b>			
		Fees	\$10.00		
		FRONTIER EQUITY / BANK OF AMERICA-xxxxx040	\$249.00		



$$\$4,400 * 12 = \$52,800/\text{year}$$

$$\$200 * 22 = \$4,400/\text{month}$$

That's just 22 deals to exceed the average  
annual household income!

So, you've learned about the Land Investing  
Core Philosophy

**Systematize - Eliminate - Delegate**

And you've learned about the  
5 Simple Systems you need to build  
a passive income land business.

So now...

**Can you see how this simple business of  
buying and selling raw land can make  
a HUGE difference in your life?**

When it really boils down to it, here's all we're doing in  
this business:

- ✓ Steadily finding great parcels of land...
- ✓ Steadily mailing out offers to buy these properties for pennies on the dollar...
- ✓ Crossing your T's and dotting your I's when your offers are accepted...
- ✓ Steadily growing a list of people you can serve by being their "go to" land expert...
- ✓ And taking care of your people while making it easy for them to buy land from you!

Then we're delegating about 90% of the operations, and  
freeing up our precious time.

And as a result...

Making 300% to over 1,000% returns on your  
investments.

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Case Study:

Last One – I Promise!

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Case Study:  
**Young Mark Podolsky**

- ★ Started with \$3,000
- ★ Bought 10 properties
- ★ Sold all of them and made a 300% return
- ★ Reinvested everything
- ★ Made \$90,000 after second round



18 months after I committed to learning the land  
investing business...

My passive income exceeded all of my  
living expenses...



**And, I QUIT MY JOB FOREVER!**

Within 3 years, I had made over \$5,000,000

And I finally felt financially secure.

But, the achievement I'm most proud of...

Not just survived, but was still profitable during the 2008  
market crash

That's when I finally felt in control,  
and financially *independent*.

Final Thoughts.....

Learn More at [www.TheLandGeek.com](http://www.TheLandGeek.com)