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Land Investing Made Easier with Prycd

Hosted by: Joe McCall

Guest: Max and Ryan

- Joe:** What's going on, everybody? Joe McCall, Real Estate Investing Mastery podcast. Hope you're in for a good little wild ride here. That's going to be fun. I love software, I love technology. And a lot of you guys know I've been dabbling in some land investing. I've got two teenage boys and I've talked about this a lot before my podcast, but I love land investing, especially for my two teenage boys. I mean, they're good kids, right? And they're smart. They're not to, like, demean them any negative. But I don't know if they would be very good at negotiating with sellers about houses. Right. Like when you're dealing with houses, you have to talk to the sellers. Right. A lot. And you've got to build rapport with them. You got to negotiate with them. You've got to be you know. And a kid can do that. And my kids can't feel bad like I'm making fun of my kids or saying that it's something about my kids, but they're super good kids. Right.
- Joe:** But like, I don't honestly what it is, I don't have the time to train them on how to negotiate with sellers. So anyway, the reason I like land investing is that you don't have to even talk to the sellers at all until after you send them an offer and maybe even until after they accept your offer. So with land, you can make offers at twenty, twenty-five cents on the dollar with direct mail. And then the way we do it is we like to send neutral letters or neutral postcards. She says, hey, you want to sell your land, call this phone number and leave a voicemail at this, at this with this reference number. And then we'll send you an offer. We'll do a little research. We'll send you an offer that after they get the offer, if they like it, then they call. And that's when my I have some partners in the land business that get involved and they're more of the disposition.
- Joe:** So my sons help me on the acquisitions, just mailing offers and then my disposition guy friend, that is the one who gets on the phone and talks. All right. So anyway, it's been going well over the last couple, three years. I don't know, we flipped 30, 40 deals. We just did. Two of them in the last couple of weeks made about an average of eleven thousand dollars net profit on each of them on a couple lots in North Carolina. And we're working on some lots right now in Texas. And so, yeah, we've made some decent money. My boys are probably paying them way too much money for the little bit of work that they do. But



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anyway, it's been good. It's been awesome. I like land. And one of the reasons why we've been able to do so well with this is we're using a software called Prycd, P-R-Y-C-D. And we'll talk about that because I got the two guys who created it on this podcast. We're going to be talking to them about what the software is, what it does, how we get our list from it. It saved me a lot of money and it does all of the data analysis for you, which is really cool. And I'm excited about showing this to you.

Joe: And don't check out if you're not into land. They're working on updating this and you can use this for your houses as well. And we're going to talk a little bit about what they're doing. All right. First, little house cleaning things. Right now. We are live on the YouTube and Facebook. So what's up, everybody? If you're watching this on YouTube and Facebook, please just type in the comment. Say hi. Tell us where you are, where you're from. If you have any questions for us or if you've used the software and you like it or not, let us know and then we'll put your questions up here in the comments down below. I just love it when I see your comments. Say hi, tell us where you're from, and then also subscribe to the YouTube channel. Give me a link on Facebook and share this video. I'd really appreciate. The other thing is this podcast is brought to you by my free ebook. You just pay little shipping and handling. I'm thinking about coming out with going too, because I've got one already.

Joe: But this REI secrets and it's daily nuggets of real estate investing wisdom to help you get more leads, close more deals and make more money like this is. It's a serious book. Each chapter is only about one or two or three pages long, max, and it's written to be kind of like where you just read one little chapter a day to kind of inspire you, to motivate you, to really refocus on the things that are most important in your real estate investing business. This applies for real estate investors or realtors. But just focus a lot in here about marketing and talking to sellers and making offers and the key to success and knowing what your buyers want and how to find partners and making this year. Oh, this is such a good chapter right here. If you had more time, I'd read this to you. It's a creed for real estate investors. The only way to score is to jump. Should I hire an acquisitions manager? Aim higher, do more. This is my marketing strategy. I want to know my favorite brokerage firm. Here are the three different lease option offers. I make mind blowing true story. So there's a lot of good stuff in here.



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Joe: Get it for free at REISecrets.com. You cannot get this on Amazon. I've intentionally not that I'm anti Amazon. Sometimes I am, but it's not on Amazon. You can't get it. You can only get it for free at REI Secrets dot com. In fact, the other day my book is funny. My other my first book. But wholesaling lease options. You can only get it at WLOBook.com this book. Actually I saw it on Amazon. There's three different people selling the used copy of this book for sixty-seven to seventy-seven dollars. So about 70 bucks. You can buy this on Amazon. I'm not kidding you. People still use books seven. So if you just, if anything, buy this thing just for the shipping for like six or seven bucks and then sell it on Amazon for seventy dollars or whatever. Anyway, cool. Be ready to go. I got we got two good guests on here, Max. And Ryan, how are you doing, guys?

Max: We're doing great, thanks for having us, Joe.

Joe: Max and Ryan, Max Edson and Ryan, how do you see your last name? Ryan. I'm sorry, Doucette Doucet. I was almost going to get something like that, but I don't want to embarrass you.

Ryan: I was going to make you for a second.

Joe: You guys are the creators of a really cool software called Prycd, PR, Y, C, D. First of all, how'd you guys come up with that name?

Ryan: We're kind of brainstorming a little over a year ago now. We were we were brainstorming names we were trying to come up with like a trendy sort of modern tech name. I really like the name Lyft. You like the ride share company at the alternate spelling. We actually we were we were we were arguing about a name Par-chase. Didn't feel right. So I actually put it into like one of those name generators and just we just spent a couple of days looking at different names and this one kind of stuck out to us.

Max: Other names were taken too.

Joe: And the domain was probably available.



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- Ryan:** The domain was available like a lot of the handles on Instagram and YouTube and Facebook were available. So it was like, cool. This one seems. And the hardest part was getting people to spell it right and make sure like PRCD.com.
- Joe:** When I first I first heard about you guys from Justin and Adam, Adam, they have a podcast called Casual Fridays REI podcast. Cool guys. I just had them on my show and I first heard about you guys from them. And I thought, oh, man, I'm a I love technology and I geek out with that kind of stuff. Right. So I, I looked you guys up and I thought, this is pretty interesting. And this was, I don't know, six months ago or so. And you guys haven't been around very long. And I'm not usually guys to get my list. I canceled my I shouldn't say I had a subscription with somebody else that was paying three hundred bucks a month for and I canceled that because I could get the leads for cheaper from you guys. So yeah, it's pretty cool. Now let's talk about what Prycd is, what it does real quickly summarize and then we're going to demo it, but then talk. I want you guys to talk about your background and your story. So what is price real quickly and what does it do?
- Max:** Yeah, so Prycd and all in one acquisition service. So it's a lead generation tool that you can download a list from. And that's really our finished product where you can take our list. It comes in a CSV file and you can upload it to your email house to send out offers quickly and effectively. So we provide all the research tools to find a county. If you don't know where you want to go and mail next, you can search an area, you can price your mails so you can actually put offers. If you're doing blind letters or if you're doing neutral letters, you can get market values for each letter. You can go and scrub your data and then download a list quickly and effectively clean it up and then send it out so it can happen all within minutes if you want it to. And you have full control of our system to control and customize it to exactly your needs too.
- Joe:** And here's the coolest thing about it, because, like, if you've ever tried to go to different list providers and try to just get a list of vacant land, it's hard because every county is different. You don't know whether to search for county property type or there's another thing. There's different ways to search for property type. You know, do you look for square footage? Is zero or assessed percent improved percentages or zeroes. And you guys have taken away a lot of that guesswork and made it a lot easier to actually find the vacant land to send mail to.



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- Max:** Right, exactly. Yeah. And we've built our system. So, again, we do have we focused mainly on land so far. We do have houses and we are building that out. But we've basically taken the land investing approach and focused on that and built it around. So it worked on what they needed, what land investors needed and built on what we're licensed providers of data tree and took their system and put it into what we have and now hyper focused it into providing comps, all the prices, and really built a system that can really hyper focus and provide exactly what they need for it.
- Joe:** Nice, cool. The other cool thing that you guys do is you help figure out what the value per acre on average of land is in that county. So you can say, all right, show me there's a sliding scale. You can say, help me figure out what my offer would be at twenty five percent of the average value. And you can break it out, but we'll show you here in a minute. But you can say, like, all right, I for the one to three acres, I want to offer six hundred and eighty dollars per acre and they're really worth, I don't know what, three thousand dollars an acre or something like that. Right. Cool. All right. So, Ryan, what were you doing before you created the software. Like what? Your journey into real estate and interest and land investing or what.
- Ryan:** So I'm a software developer, so I have a computer science background. So prior to doing this project, actually Max and I were working on a separate project for a cryptocurrency, building out an automated crypto trader. And so for me, it's always been about developing and creating applications, websites, tools like that. Even in college, I was doing stuff like that. Max actually about to about two years ago now, turn me on to this land investing business and sort of walk me through. He has been doing it for much longer than I have. And so he kind of was explaining to me how this works and what the process is like specifically around acquiring the land, to doing the research on the listing services to find market values, doing the research to find owners and then nailing those owners, sending blind offers. And so we were kind of strategizing that as like, hey, OK, cool, let's get to that. And we're like we could kind of automate this.
- Ryan:** And one of the one of our initial premises when we built the tool was not so much how to price but where to go. And so we were like, what if we could analyze every county in the United States based off of statistical and economic factors and see where would be the best place to look. And so that's kind of the initial model that we built was taking in all this data, a lot of comp information, a lot of economic information and creating algorithms that



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could spit out rent locations. And that was July of twenty nineteen. And so originally the idea was, let's use this for our own land investing business and ended up becoming let's build a website and make this more about public facing thing.

Joe: Nice. And so, Max, what about you talk about your interest into land investing. How did you get there?

Max: Yeah, I've always had a background in investing. And so I studied economics and business management in college. So I grew up mainly looking into the stock market. But I had some friends that focused in real estate and one friend in particular that had been investing in mine. And so I saw him. He actually asked me to invest in one of his deals and saw that turn around quickly. And I was like, maybe I should do this for myself. And so he turned me on to some of the education that he did and looked into it for myself and got into it and quickly saw how manual the process was immediately.

Max: And that actually turned me off of it right away for the first year or so. And then kind of what Ryan mentioned was about two years ago now or so, we put our heads together, kind of came up with our software that we kind of put together, which is now Prycd. And so that's really where we started and how I kind of got into it. But I've always had an investing background. I find it fun for me. I played sports growing up and having that competitive edge. When I stopped playing sports, I needed something else to kind of find that competitive nature in investing and creating a product. And being an entrepreneur was something that can kind of continue that pathway forward. And so this was the best thing to do. And it was super exciting. It's been super exciting since.

Max: And that's kind of been the thing that started me on this land investing path. And so it's been really, really exciting. And the data part of it has been the best part so far is really focusing on get it, getting a data driven answer moving forward. So there's been so much information out there that hasn't been utilized. It's always been it seems like it could be this could be a very generalized and kind of just based on what your perception is on looking. But analyzing it through a data perspective is something that seems to have been missed. The real estate movement has gotten there, at least as far as property and houses have gone, but the land seem to have fallen off that. And so we wanted to bring that to the forefront and move that up as long as far as the whole real estate movement's going to the tech front. And so it's been really cool to move that up with it now.



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Joe: And those of you guys wondering, it's prycd.com, you can see the link right there. I don't get anything for recommending these guys. I just think it's cool. At least I haven't asked you yet for any kind of affiliate commissions. But this is this is super cool. And I know you guys are going to love this. We're going to jump into it in just a minute. But if you're interested again, go check it out. PR wise CD Dotcom Price. And we've got some cool people in here already making some comments saying, hi, what's up? I can't read this here. Elmo Rodeck from Atlanta, Georgia. What's going on? Babou from New Jersey. Super cool. And then, Gary, look at this. Gary, I'm in Arizona ready to bring my two boys in the land investing with me. It's cool. You're looking for something that's fun to have you do with your kids. Yeah. Check out Olin Investing. And I've done a lot of good podcasts online land investing. Um, if you go to my YouTube channel or go to real estate investing, mastery dotcom and just do a search for land, you'll see a lot of people that I've interviewed for this land stuff. All right. So let's jump into Prycd. And I think, Max, you're sharing your screen right now. This is Prcyd. And can you just do a quick demo on what it does? But I also want to when you're done with your demo, I want to ask you some more specific questions about how to research counties when you're picking a county. Is it makes sense?

Max: Yeah, definitely. So I'll do the demo now and then. We can definitely touch base on that. So this is our home page. This is where it all starts again. You could either price land price houses and go through the process. They're very similar, both sides. But for this demo, we'll go through the land section. And like I mentioned before, it's all about researching, finding a place you want to go, searching that area of filtering, making sure that the. Meets exactly what the type of people you want to send those letters to the area, analyzing results, picking and scrubbing the data so it's clean and ready to go when you download the list from us. So first step going to price land, which will get you to our search page. And when you get to our search page, when that brings up that, again, you're able to search by a few different ways. And that's going to be you can search by two or three different ways. And that's going to be at a state level. You're going to be able to search at a county level, and then you're going to actually be able to search at a city level, too. And so when this comes through, this is our search page. So you can type in the search bar for this example. We're just going to do a county here. But again, like I mentioned, you can search by a state, city or county. In all instances.

Joe: We're going to. I'm sorry, can you zoom in one more time to make it?



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- Max:** Look, let me know when I'm all set. Is that better or one more?
- Joe:** I know that's obnoxious for you because it's so. So is this all set right here? Yeah. Yeah. And I'm not all I'm just saying there's old people watching this and then want to be here.
- Max:** I'm just of course, no worries at all. So again, this is our search page, so we try to keep it simple. What's great about our system is that it's easy enough to use for the beginner land investor and robust enough to use for the professional and investors. So we cater to all spectrums, which is great. And so, again, you can search by a state, county or city. In all instances, we're going to return results at the county level to start. And so if you type in a state, we're going to return all the counties in that state. If you type in a county, we're going to return that county. And if you return or if you put in a city, what we actually do in the search bar is pinpoint that city, draw a radius around it, that you can customize that radius range and then we'll pull in all the counties that touch that radius. So it's a really cool feature as well. If you want to pinpoint certain cities or zip codes, you can have that down below in our advanced search criteria. But we can go through that in a different video, but so we can start by any sort of county search. That's just the easiest thing to do.
- Max:** So let's say if I want to do it, San Bernardino County in California, I can plug that in here as a simple search. And then once I have that, I can open up the advanced search criteria. And this is where you can start creating your filter approach. So this is where you customize even further and start looking at the actual records that you want to start to pull within San Bernardino County so you can fill out your minimum acreage ranges. And then one of the biggest things that we have here that's unique to our system is this acreage increment range. So let's say, for example, I plugged in ten and then I plugged in 50 for the max. So I have a 10 and 50 minute max acreage range. What this acreage increment box does is so how I mentioned before is we actually price our offers. Let's so with our system, you can send out blind offers. And with that, we want to make sure that we're sending out the best, the most specific offers to what you want.
- Max:** So we will default to five acre increments. And because of that, you have the option to choose and customize that as you want. So if you if you choose to put five in here, we will split up, offer prices or prices in five acre increments from 10 to 15, 15 to 20, all the way from 10 to 50 in that range. But if I move the ten, then it'll split up to 10 and 20. So you have that full customization to change that, to make sure that you're getting the prices



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that you want. So let's say I'll put ten in here and then I can move down the list as I want so we can give you pricing characteristics you want to price with all of our comps, only our for sale comps, only our sold comps or a weighted average if you want to use all of our comps. So let's say instead of fifty fifty, let's say you want to do a sixty five thirty five percent split.

Joe: Let's talk about this real quick. This is what you're getting sold comps and active comps, which is huge. And in some ways active comps are more, I don't want to say more, but just as important as sold comps with land, because when you're advertising your property for sale for 20, are there going to be a bunch of other properties for sale, similar size that are for sale for fifteen? So you want to make sure you got to know. And generally what we do is we'll buy it for twenty cents on the dollar and sell it for seventy five, 80 cents on the dollar. So like we want to know, are we going to be able to sell our land quickly for cash? If we're selling on terms, we'll be closer to the value. But so that's why the cool thing about this is you guys get sold comps from county records and from data tree, but you also get active comps from all of the major sites that sell land, land, dotcom, land, watch, lands of America, Zillow and a couple of three or four others, which is nobody else is doing that. So you're getting actual active comps from properties that are people are advertising vacant land on it.

Ryan: That's and that's exactly right. And one of the things I'll mention is so we have about two point three million comps in our database and Max will show you here and a little bit. But we will show you those comps when you were setting those prices so you can do resetting checks on, hey, we're saying that the offer price should be six hundred an acre. Is that going to be competitive in this market, in this acreage range? Like you're saying, Joe, if I buy it for twenty cents on the dollar and sell for 80, does that does that check with what's on the market now? What's recently sold? Yeah.

Max: Exactly, so we can keep going down this list and then the rest of them I mentioned were dated three licensed providers to the less the rest of these filters are going to be data tree filters embedded into our system.

Joe: So let me just say this too. Data tree. There's pretty much and I might be wrong on this, but there's pretty much two major data providers. There's CoreLogic and first American title. Right. And CoreLogic does list source and real list and all of that. CoreLogic has data, is that



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right? CoreLogic, CoreLogic. There's CoreLogic and first American title, right? Correct. And the data tree belongs to first American title. Correct.

Max: OK, yeah. And so again, this is where we're plugging in their information. So all the land use codes specifically for land then owner filters, assessor tax filters, situs information. This is where you can really customize the types of records that you want to download it. And again, all optional filters. Right, so you can plug and choose what you want. You don't have to put in anything in here if you don't want. And this is where you can really start to play around. If you're a beginner, you don't have to choose anything. If you're more advanced, you can start plugging in, getting as specific as you want with all the all these options.

Joe: Let me tell you some of the filters I use and you guys let me know if these are good or not. I like to mail to people who don't live in that county. OK, so you go up instead of absentee owner, I'll say in county your owner. So exclude in county that just says I'm going to I only want to download the lists of people that don't live on or next to the property. So you would you would plug that in right here then. Yeah, that's not a big deal, but I kind of like that than the other one I do is living area square feet. I'll do living area of zero because I just want to make sure there's no that's one way to filter out any properties that have a building on it. Right.

Max: Correct. And what data tree. We found that to be the best way to filter out structures.

Joe: Do you ever do? There's an improvement filter and sometimes I use improvement. Do you guys use that? That just means like if improvement is zero, there's been zero improvements on there. Is that a filter you guys use? Sometimes as well as that depend on the county?

Max: It depends on the county, but usually the living area square footage filter is the one we use the most now.

Joe: All right. Yeah, because is what we're targeting mainly are rural vacant land. Those of you aren't familiar with land. And the more almost, the more rural the better. And we're looking for small ten to fifty acre, five-to-fifty-acre lot, sometimes less. Where there's vacant, there's an hour or two outside of any major city. We're looking for land that somebody would buy to go ride there, four wheelers to go camping to just get off the grid.



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And I like to say sometimes to go and hide their guns. Right. And when the government comes to take all their guns, they want a place so they can bug out and get away or just have some fun recreation with their family. So we're looking for rural vacant land out in the country. Sometimes the further away the better. And believe it or not, there's a huge demand for these kinds of rural vacant land and we buy it so cheap. Right. So that's what that's what we're doing.

Max: OK, yes. No, it's exciting. And so once you have your set criteria again, you can go through all the steps. Another way to search to do want to mention is we do have a mapping tool that you can use a polygon. So if you want to get more specific, we do have a map where you can zoom in on and instead of just picking a state or a county as a whole, what you can do is use our lasso tool now and then select a certain area if you want to get a little bit more granular in your approach so you can tag in certain areas. What's cool about our system is that you can do more than one polygon search at one time. So if you want one area and then let's say just on the other side, you can plug in another area, you can do that as well. So you can do multi or multi polygon searches at the same time. Look at satellite imagery and see a whole bunch of different viewpoints at the same time. Yeah. So I wanted to throw that in there as well, which is a great tool that you can use to. And then I'm actually going to plug in different county here and go with Warren County, Tennessee, to get a little bit .

Ryan: It's Max's new favorite county.

Max: I've been playing around with San Bernadino so much, I like to mix it up with a different county now. So it's great again. And then what I always recommend is after you've set your criteria to get a look and see what's out there. So again, two hundred forty-two results. And the reason is because a lot of the times when you go through this, sometimes the exclusion of in county, out of county, it'll filter out some results. For just the example, I'm going to go include all for this and see what happens if that happens again, it's all about adding more. What's great about our system is that you can easily add more counties really quickly and easily.

Max: What you can do is click plus and then I can just go ahead and add another county really easily, just like that. So if I wanted to go through and add another county, I have to do is type in another one again and I could go through process and go through and space. And in



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type one and really quickly, just like that and click add, and so now I can do a multi search going through the system. So this is a great way. So you can start adding counties together quickly and effectively. And once I have that again, I can go multi search and it's going to low the next page, which is our research page, and it's going to pull in all the owner record data that counts from data through at this point. And then it's going to do the pricing models. It's going to pull in the comps.

Max: And so this is a great next page where you can look and really analyze all the areas and see what you want to come up with and look at the results and start choosing what you want to select to download moving forward so you can see analysis results, eight rows of data. That doesn't mean eight owner records in total just means eight rows that you can see down below. Nineteen hundred. Correct. Nineteen hundred owner records in this area. And as I go down below, you can sort the data table however you want. I have sort of acreage low to high right now and you can see so we have the data to own our records.

Max: We have five hundred and ten in this row, total comps in this area that's for sale and sold comps. We have parcels on market ratio. If you're unfamiliar with that, what that actually means is that it's telling you how many for sale comps are out there compared to how many parcels of land are actually in this area. So 15 percent of all the property of land in this area, between ten and nineteen point nine, nine acres in Warren County, Tennessee, are currently listed on the market right now. So it gives you sort of a saturation level on the market right now. So it's a great way to see, OK, is there too much supplies there? Not as much supply gives you an idea is a good area, what the competition is and that that specific target location.

Ryan: And I'll add it on that number, that it is very relative to our system. So some people have said, hey, guys are really 15 percent of all the you see the one below it. Twenty-six or a quarter of the parcels are for sale. And those numbers are relative to the data tree owner records that we're looking at. Right. The specific land use codes against the specific listings that we've pulled. And so what I like to say is just compare them to each other within our system versus trying to use them as absolute values across the entire real estate market.

Max: Correct. And then we go through, we'll give you the county, we'll give you the state, we'll give you the acreage range, and then we'll give you the offer price per acre that's mapped off of our market price per acre. And then again, we have the slider bar just up top, and



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that's where you can decide what your percentages of the market price per acre. So like you mentioned, sounds like you go off a twenty percent. So all I would have to do is slide it to twenty percent and you could see all these offer prices change to that that value based off the market price per acre. Now, we don't want you to just always assume that this is right now we're really confident in our model, but we want to make sure that you're always checking for reason. That's part of this process. We want to make sure you're looking at the comps and verifying it. We do the same thing.

Max: So what we've actually implemented is if you select one of these boxes, not only do does that allow our system to say that you're selecting these owner records to download moving forward, but it gives you the option to look at the comps within this range, too. So all you have to do is select the box, verify you're in this area. So Warren County, ten to nineteen point nine, nine acres. And if I click the for sale and sold comps, but now it's going to pull up all the comps within this range, again, from all the comps from realtor dot com lands of America, Zillow land, flip and aggregate them and pull them all into one data table for you to look at. And I could sort the table. I can go sort by low to high price. Another great one is price break the low to high. And so now I could look at them and see what the offer prices are based on what the price per acre is on here. Am I too high, to low. We'll give you the price of the comp.

Max: We'll give you the acreage range, the price per acre, the city, the status list. So date and then source. What's really amazing is that the source links are actually clickable too. So if I go and click Zillow, it'll actually bring you right to that link too. So if you're ever curious what that property is looking like, you can actually visually see it now right into our system because it'll bring you right to that site source so you can go through each one and do that too. This is a great tool. Yeah.

Joe: Are you going to show how you can export this and put it into Google Earth?

Max: Yes, I can do that as well. Gosh, yeah. And that's part of our campaign mapping tool. If you want to export this data specifically, we can also do that. We have this export comps button. What will happen is, again, download into an Excel file for you. So if you want to do more analysis on it, basically pop up all the information for you into an Excel file quickly and easily. One other additional or two additional columns we do provide for you on the Excel file download is a latitude and longitude column. So you could actually plot these on.



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If you have some additional insert on a map or anything, you could do that with that. Again, we will show that campaign mapping tool at the end, which is one of our our coolest features.

Max: So but this is this is a great tool to do more analysis on. And then again, from here, this is where you can do your verification check, make sure everything is look. Good, if you want to go buy status, look at only the comps, I can look at only the sold comps and see what's going on here. Let's say if I'm a big realtor dotcom fan and only like realtor comps or Zillow comps or realtor, I can look at all the realtor comps. So it's a great way to analyze different types of comps as well. So after that, again, we want you to verify not only do we have this slider bar, but we give you full control of our system to put whatever offer price you want in there. So, again, we'll give you the offer price per acre. But let's say instead of nine hundred seventy-four, let's say you think it's closer to a thousand. So you want it as nine nine four point and you could even throw in some change in there. So if I click update now you can see offer price updated and if you come down, this offer price is now going to say nine nine four point seven four while the rest remain unchanged, it's going to be at the 20 percent. So this system, again, we give you full control to put in exactly what you want, which is which is what we want to happen. We want you to feel comfortable with the pricing and make sure that you have exactly what your needs are.

Joe: So if you want to scroll back up here and there's talk about city pricing.

Max: Yeah. What is this again? Of course, all the prices that you see down here are at the county level. So we actually have three different levels of pricing to meet your needs. And they're going to be at the county level, the city level. And then the most recently released is the GO pricing level. So I can go through each one. And again, the county level is down at the data table. Now, the city pricing is the next level down. So what we're actually doing is still looking at the Warren County, Tennessee, ten to nineteen point nine nine acre range. But instead of giving you one county level offer price within these ten to nineteen points nine nine acre range, what we can actually do is break that down even further for you by cities within that acreage range. So instead of giving this base offer price per acre within that range, what we can actually do is now break it down for you and give you these offer prices that meets these cities. So Morrison will get a thousand twenty two. Rock Island will get seven hundred seventy-nine smart. We'll get six eighty-one McMinnville get thirteen



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fourteen. Sometimes the way we're parsing out, I'll give multiple different ones, but it'll still be somewhat differently. Yeah exactly.

Max: But we'll give you the city, we'll give you the market price per acre and then we'll give you the offer price per acre and then the other column is Z score. And what that's really telling you is a negative value is going to mean that it's below the base county level offer price and a positive value means that the city level pricing is going to be above base county level offer price. And then the magnitude of this is going to tell you how far above or below that pricing actually is. Another really cool visual of this is that you click this chart button, it will actually bring up this spider graph so you can visually see what the pricing looks like on a chart form of the city level prices. So top value is always going to be the county level offer price. And then you could see all the city level pricing around it. So you could see what each level pricing is and see how far below or above it is compared of it. So it's a great way to look. And you can see kind of the price per acres on here in the lines.

Joe: Now, this doesn't mean the lot is in the city, but every vacant lot, even if it's an hour outside of the city, has in the mailing address the city, the main post office for that city. Right. That's what you're talking about.

Ryan: Yeah. One of the cool things that we actually do that that data tree sometimes struggles with vacant land is their property zip code and property city information will be blank. And so what we can do is on your export, we actually look up the owner, record long information and we can fill in the property city and zip code information based on the lat long and then we just locate the closest city to assign it to. And that way when we're doing something like city pricing, every property has a home to go to essentially.

Max: Yeah. And so again, we can do this for every row. So the city pricing mechanism would be for this road because we checked it in. But if I select another row again, it automatically gets applied to all these other rows as long as I select this box says apply city pricing. So if I click this blocks at city pricing, then we don't use these offer prices here unless it's there for backup. So if you go and select here, we'll use the city pricing for all these rows. So come through here. Now we're looking at twenty to twenty nine point nine nine and we're going to apply these offer prices specifically for this range with all the cities within it now. So it's a really effective tool now that instead of using one offer price for everything in there, we're now essentially multiplying that for every city within this area. So it's insane



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modeling tool that can actually expand it really quickly and gave you a ton of offer prices for different areas all at once. And that's just the next level down.

Max: So that's what you can do. And again, all you have to do is go through the different areas that you want to select the choose from to download your records will always give you the total record amount that you've selected, the total cost once you're comfortable with what you have, again, once you're ready to continue to move on to the next page and it's eight cents a record, right? Correct. It's eight cents a record is really, really cheap. Yeah. And so, again, that's just the start. So before we actually download records for you, there's a few different things that go on. So when you usually download from a data source, they'll give you a file. But it's not really a neatly format. It's just kind of a raw dump of data for you. So what we do is we'll always give you the raw data file from us. Again, it's from Data Tree, so we'll always give you the raw property detail export file, which has two hundred thirty-two columns of data. But we want to make sure to have a cleaned-up file for you as well.

Max: So that's what this next page is actually doing, is creating a new file for you that's cleaned up and it's our scrub file that we call it that's cleaned up. We'll have the columns that you only want on it. And it's specifically meant for you to send out to your mail house. So that's what we're creating here. So you would check the columns that you want and uncheck the ones that you don't want. So you can go through this. And again, you can just uncheck the ones. You can see that there's someone check and you can create templates on here, too, so you can create a really quick process. So basically, you just have to set at once and forget about it so you can go through here, pick one, it's all set and then move forward. So again, we're creating that template version and then the next page are our post download scrub filters.

Max: There's just some things you can't filter on the front end that have to be cleaned up on the backend. And that's what we're doing here. And it's based on that that cleaned up scrub filtered file that I just spoke about on the previous page. So this this is where we can filter out blank owners. We could filter out church owners, government owners, trust owners, corporate owners. You do have a filter on the front end. But if you want to do on the back and we could do that here, too, blank addresses, non US addresses, a whole list of different filtering methods that we can apply here. And so it just helps you clean up your version. So, again, the whole the whole premise is for you to download the file from us and send it to your mail house quickly. So that's what we're trying to do here. So, again, it's it's all



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manner. So all you have to do is select the ones that you want to be filtered and applied and then leave the other ones out. And the same thing. You can create a template here. So I can say that and it'll apply immediately to that, or I can just select the ones that I want.

Joe: You can also remove duplicate owners. So you're not sending 20 letters to the same owner.

Max: Correct. And that's actually got moved to the next page here. So on this next page, this is where we have our options. So you can then remove duplicate owners here. And that's where exactly what you mentioned. If the owner has 20 different properties, will download one property for you and remove the other 19 of them. So you're not paying for all those records. The way our system actually works and because we're working with Data Tree, we don't know that number beforehand. So we actually have to pay for all the data up front. And then we credit your account, those 19 records. So then on the next download with us, you get credited that amount for the next record. So it ends up working its way out. It's the way we have to do it because basically the way the information flows from us to data tree. But if you want that, all you have to do is select it. And again, to learn more about how the system works, you can click this, learn more by link to another page. With that being said, this is this kind of brings us up to that that third level of pricing. So I mentioned the county level. I mentioned the city level pricing. This is our geo pricing level and this is our most granular approach yet.

Max: And it really can't get more granular than this because this is basically coming off of the nearby for sale and sold comps around each individual owner record that you download. So what we're actually doing is taking either your county or your city pricing that you've selected on the previous. And now we're looking at the for sale and sold comps around each owner record that you download simultaneously when you download with us. And we're adjusting those prices essentially for you now based on those comps around it. And so we're adjusting them up, down based on everything. So we're looking at each individual on our record, whether you have one hundred, a thousand, ten thousand simultaneously before you actually receive your own or your download with us. So you receive your download with us within a minute or so, usually actually happens even quicker. And so it happens extremely quick. There's thousands of models that are going on at one time.



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- Max:** And so you can get your information on one quick speed for you here. And again, it's looking at each individual, our record and the comps around it. So all you have to do is select that option here. You can learn more about it. And essentially I can show you how that kind of works a little bit more when I show you the campaign mapping feature, which is the one Add-On feature that we have. So it is an additional two cents. But if you click on it, what we actually do is apply or we give you a candle file on download and that candle file is compatible with Google Earth. So when you download with us, essentially we'll be able to plot every single one of the owner records that you download with us on a Google Earth map. And then we'll also plot the for sale and sold comps around it. So it's an extremely powerful tool when you start doing due diligence and then also to view your campaign on a map, which is awesome, but due diligence is the main reason for it, so when you get a lead back, you can type in an APN. That owner record pops up, you can see the information, what you offered if you're doing blind offers, what that market price is, who's the owner, what the information is, and then you can zoom out a little bit and see the for sale and sold comps so you can make quick and effective decisions to move on to it or say in past. So I can kind of let me pull something up quickly here and see if I can't show you what that looks like really quickly.
- Joe:** What he's talking about is a KML file that you can open up in Google Earth. And it sounds complicated, but it just it's just a file you download. And when you open the file, actually open Google Earth and show you a map and overlay on the map, all of the data you just pulled and all of the for-sale comps and all of the sold comps. Pretty cool. While you're pulling out of the Geo pricing data, does it does it change much at all? Or and that new geo pricing, is that what you're putting into the KML file as well?
- Ryan:** So the original pricing, as far as changing the actual pricing, it does it will modify the pricing pretty substantially, but it just depends on the on the location. And so we're still working through some of the models and trying to make them a little bit more robust. But what it's trying to do is find as many comps within a distance radius from your own record and then adjust it using the weighted model to determine if the county pricing was a thousand an acre. But all of the comps within my one-mile vicinity are two thousand an acre. I might want to adjust up to be a little bit closer to what I'm near. If it's all the cost around me or at five hundred an acre, I might maybe be a little overpriced for that specific area. And so I want to adjust it down. We see it a lot, especially in some of the southwestern states where the county pricing is sometimes a little higher because of maybe a big city like



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Maricopa County. The Phoenix metro area is going to raise the prices a lot. And when you start to fall off outside of that region, you have a lot more desert land and you want to maybe skew your prices a little lower. And so it really works well and stuff like that.

Max: So I do have I'm going to pull up actually a comp report. It gives a similar look, but it'll lead into actually the next thing as well. And so what this does, it'll give you the campaign map feature. And then along with that, it'll show you actually what our newest feature release is, which is a comp reporting tool which combines the campaign map with with our comp reporting, which is a whole great thing. Let me share my Google Earth Maps.

Ryan: You can just download an example right on the screen there if you need one.

Max: Yeah. So here, let me I got it right up here. So this is what the campaign map looks like and a kind of a smaller scale. So this is kind of hovering around one owner record. And essentially this is think about this. But if you have a thousand on records, this would be on a scale the times a thousand. So the green would represent one owner record and then the red is one for sale and then the yellow are sold. So again, if you have a thousand owner records, you would get a thousand green pins here and then every single pin would have the for sale and sold comps around it. So that's what it would look like on a grand scale. So again, you would type in the APN if you're getting a lead back, it would pop up the property. Now this is the comp reporting tool, so we were able to actually draw a boundary around it on the campaign map. We don't have the capability to do that. But again, all you would have to do is zoom in here, zoom out, and then you could see all the properties around it. And what's great about it is that you can go through, click each one and we'll give you the acreage and the price of each sold and for sale comp around it so you can get a really good basis if you're on the right path and what you need to offer moving forward.

Max: So, again, if you're doing blind offers, what's your price spot on? Do you need it? Adjust it. If you're doing letters, what do you need to offer to have a good competitive advantage when you're selling it? Are you still below and making enough profit? So it's a great tool to come through not only to look at the pricing, but then also have a satellite image of the property itself. So I could zoom in, OK, does this property look good? Does it have road access? Is that remote? Is there anything on the property? What does it look like? Is it flat and so you can get good idea and then the comps are comparable. Which ones are good, which ones may have different features on them? So it's really great to look at like that and



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how I mentioned our comp reporting to what that is. What we'll do is if you get a lead back, you can actually go to our comp reporting tool and you plug in the state, you plug in the county, you plug in the APN. And on when you run the report, you're going to get the KML file of the specific property, which I'm showing here right now, actually. So that's where you're going to get the boundary outlines for you. And then along with that, you're actually going to get a PDF file of a whole report of that property. So not only do that, but this is where the whole due diligence comes in, where you can get property information along with it. So just a quick picture of my property.

Joe: I didn't know this.

Max: So let's back up a second, so Max is actually showing like a completely separate feature, he just decided we're very excited about this feature. So just to kind of finish what we were looking at previously, when you export, you're going to get your data lists like you would in Excel. You're going to get a handle file with a map with all of your own records plotted. This is this isn't exactly this is a map, but this isn't like what you would get if you were to download with us. Max, if you go to the download options, you should be able to download an example right under the checkbox. You already left that page. OK, so but yeah. So what Max is showing you is actually our newest feature. We just released it, I think like yesterday or two days ago basically. And which is our comp reporting tool, which is you can in put an APN it'll download a PDF file with all of the property information owner, information pricing analysis, overview and all the composite data table and then also all of the comps maps. You like, Max, for showing you there with the record boundary cut out so that you can actually do some analysis. It's really great if you're a realtor or an investor, you want to maybe do some more analysis on this specific property. But just to go back, because I think we got a little ahead of ourselves there.

Max: Sorry about that.

Joe: So, like, if I download the data from you guys, I get fifteen hundred records. This one responds to my letter and says, yeah, I want to sell my property so I can put the number into price and it'll, it'll bring me something like a PDF and a KML file or whatever.

Ryan: You'll get two files when you use it. So, so now we're all over it. So Max is showing you now the campaign map from our export, just to be clear. So this was going back to what we



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were talking about earlier. This is our campaign map that you would download when you do an export. You see all of the green is all of the records that you download and then you have your for sale and sold comps around each of those. So that's the more traditional so that you are now going to the comp reporting tool.

Max: And I can do an example, we can kind of run through it to get a full like, whole world example. But before I run into that, too, I kind of want to go through this is what you would actually get on download with us as well. So you get five files with us on download first. So you would get that raw file, which is the two hundred thirty two column worth of data, the scrub file, which is essentially the cleaned up version of the data. And this is the one you would use to send out to your mail house that has our pricing included in it. So it has the appended column headers, has all the information tied to it. Again, this is the data, the columns that you've selected on here. And so the pricing sources, the pricing stories offer price in here, the date that you want to select and to close. So this is the file that you would use to essentially send out. The other three files are all admin files. So it'll just show you what expert parameters you use, what scrub filters you use, what search parameters you use just so you have your records. If you ever wanted to replicate it, you have that in an Excel format. Now we have templates where you can save that information now, but just so you have them for your records to. But now, after that, again, once you get the mail out, then you're getting leads back. That's where the reporting comes in. So that's where you would come to this reporting page that we just kind of softly released. I think it was yesterday, actually, or two days ago. It was yesterday that we actually released last night.

Max: That's why you haven't heard about it yet. So and I know when I listen to some of the other podcasts you mentioned that we always get the update, our website. And so that's why we are constantly releasing features every day. So that's why if you ever get the update your browser or update our website.

Joe: I got to ask you about that because you're constantly updating, which is awesome. When you get into it, you have to update your browser. What I do is I do the command on the Mac and then click the refresh button on the browser. Is that good enough?

Ryan: Yeah, all you have to do is refresh the page. And the reason we do that is just typically for any website, your browser is going to cache it or store the Web page so that you have more optimized results. So when we push these updates, we're just saying, hey, just



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refresh that to pull the latest updates to just a basic refresh will refresh where you have not that nothing crazy to make sure you have the most up to date information. It could be a bug fix or it could be a comp report feature. Just pops up out of out of nowhere. All right, good.

Max: But this is where our comp reporting come in. So you sent your letters out. You have a lead. You want to get a little bit more understanding of what the property's looking like. This is where you would come in. You would go select a state. So let's say I wanted to go. I got a property back in Tennessee. I have a county, let's say, looking at the Cobb County. And then I have APN here, let's say six three.

Joe: Now, formatting APNs one of my biggest pet peeves of data. How do you guys handle that?

Ryan: So what's cool about the APN that you're inputting here is we can actually take on format. Informality and isolation both work, we will tell you I can't find that property, so that might give you an indication that maybe this one needs to be formatted. We try and handle both, but as we build out this feature, we're definitely going to work on improving that specific input. We're also going to we also plan on adding other inputs to find your properties and not just apps.

Joe: All right. So if I could do maybe in the future GPS coordinates or something.

Ryan: Yeah. So our hope is that the goal is to just as long as it's unique to the property, you should be able to find. So maybe it's GPS coordinates and like the owners' last names that we can guarantee that that's accurate.

Joe: If I take the downloaded data and just copy and paste the app that I downloaded.

Ryan: That'll work. Because it's coming, those APNs are coming out of data tree. So if you plug it right back in those will work. Where we get sometimes the hang up is if the list sometimes comes from other places and it has an unformatted app and data to maybe doesn't have the formatted on file for that particular property. That's what it might not be able to find it.

Max: And then so it'll download automatically. But if it doesn't, on our page you can download the files individually here. But essentially if you're using Google Earth website, what you



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have to do is click open, go to the KML file wherever it is on your computer, and then just double click it and automatically open up, find it for you and then I'll just zoom in on that property so you can see it right here. Now, exactly what it looks like. The boundaries are outlined for you. The green owner record. We could see what's going on here. So it's pretty cool. And then I could zoom out now and then look at the for sale and sold comps around it. So again, I can click on each one, see what's going on. Let's say, OK, Lands of America here. I got another one here again. Same thing. I could click these links, open up and see what's actually going on with each one of these properties to make sure that they're comparable. And then along with that, how I was mentioning it comes with a PDF report, too. So this is what that PDF report looks like, where it's more property information data. So we'll give you a little quick picture, show you a little bit more about it, give you APN numbers, information about that property, property details, public record information, location details.

Max: And then we go into our pricing analysis. So we'll give you pricing sources and market prices at our county level pricing scheme. We'll give you them at our city level pricing and then our geo pricing. So you get an idea of what each one is looking at and which one each one is kind of showing you its worth. So again.

Joe: Just use the lowest one.

Max: So geo pricing are most granular approach here. So it has a two hundred and forty thousand, which we're looking at here. If it had a data tree, estimated value, we'd have that as well. But for vacant land, again, just like a lot of other sources, they don't have any values for them. So we created our own for that reason. With that being said, we'll also give you a comp overview. So this is where we kind of break it down by comps. So we'll give you a type. So all of them together with twenty comps in this area, we'll break it down by sold, break it down by for sale and then we break it down by source as well. So if you want to look at different sources and we'll give you the counts, the average price per acre, average dollar average acreage and then the distance away from our property.

Joe: This is awesome. And let me just explain something to you. This isn't like houses in the sense that you really have to be careful with looking at real similar property within one hundred two hundred square feet sold in the last twelve months within a half mile radius land. The cool thing about land is it's a lot easier or it's more acceptable. I guess maybe the



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right thing to say to make mistakes like we're making such ridiculous low offers. You could spend almost too much time overanalyzing this, but we're making such ridiculously low offers, like even if you're off, you're still going to make a lot of money with these things. Right. And the other advantage to land is the seller is not as emotionally attached to this vacant lot. Right. If they're motivated, they don't care. They just want to get rid of it. And it's the same reason why some people are asking this. I can see it now. It's like, why would somebody be willing to sell their lot for 20 cents on the dollar? It's the same reason why somebody would sell it, let's just say at a garage sale, a treadmill that they paid two thousand dollars for and they're selling it for fifty dollars at the garage sale. Right.

Joe: They're just they're emotionally detached from it. They've never used it. It's just collects clothes in the laundry room or whatever in the basement. And every time they walk by it, it reminds them of how fat they are and their wife is mad at them for buying it, never using it. And they're just like, I want to get rid of it, OK? And so they just sell it at a fire sale prices. OK, so when you're making your offers, we're making offers so low. Twenty, twenty-five cents on the dollar, that kind of doesn't matter what it's worth almost because we're making such a low offer. Now when you go back to then resell it, you can just look at what similar properties are selling for and price at the lowest there or close to what they're selling for on terms and stuff like that. So my whole point is there's. Much more wiggle room to on these kinds of deals, which is a great thing, and the other cool thing is when we make an offer, at least the way I do it, I have at least 90 days to close.

Joe: So I have at least one or two months to after I do my due diligence to see if I even have a good deal or not. Sometimes you'll never know until you actually start marketing the property and getting the feedback from the buyers. If you're getting a ton of calls and you know you're advertising it at a good price, if you're not getting any calls, you need to lower your price. And you may find out, well, you know what? I mispriced this thing. So you send the contract. You don't have to close on it. So this is some of the biggest advantages of land. I just wanted to explain that to people that maybe are looking at this, getting overwhelmed with all of the data. You have so much more room in these for we so much more margin for error with vacant land.

Max: And we're data nerds, so we always like presenting as much data as possible. Like you mentioned, there's a lot of wiggle room in here. We just like presenting the information available.



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- Joe:** Yeah, I think this is amazing. And we break it down to, oh, my gosh, look at that. This is stuff that it's hard to get comps because sometimes it's hard to find the property on Zillow. You know, it's hard to then zoom in or zoom out and figure out where you are and if this just makes it so much easier to get you the data. Awesome. Cool.
- Max:** Yeah. And you can do that for any property. So, again, just as simple as that, we're always working to improve on it. One big thing we really pride ourselves on is, is taking in feedback and then improving our system. So we look at it as a living, breathing product. So we are always looking to take in that feedback, seeing what we can make better and then providing as much valuable as possible for you and the other users on our system to make it better for everyone, because that's what we're all about. We want to make it good for you, good for everyone, and just create more success overall, too.
- Joe:** All right. So on this comping tool, is it for members only? Explain how your pricing structure works with this.
- Ryan:** Yeah, I can I can go into that. So the comp reporting tool and really a lot of our tools of pricing land pricing houses, those are going to be for our members some extent. How are the plans and price to pay? So, you know, for our exporting eight cents per record, is are our costs there for our list uploading, which is a feature we actually didn't get into yet. But it's you can take a list from another source that you might maybe get from list source or something, and then you can actually upload it into our system and get pricing that way. And that's three cents per record. And then we have our monthly subscription. So twenty four is the baseline monthly and then we have our plus plans, which is going to get you, and that'll get you the exporting of the data tables. So the results table, the research table, which we didn't get into, but also the table on that pop up or you can actually pull that into Excel. So that's our Brauns Plus and our goal is just the annual version of that. So for the comp reporting tool that is included in the plan for every month, you're going to get ten free comp reports and then you can always buy a bundle of more. So right now that we have it priced at twenty five dollars or 50 comp reports is the add on. But you'll get ten free every month and that'll be four on any plan. You get that set up.
- Joe:** Yeah, I'm at the four ninety-nine per year level just because I was paying three hundred dollars a month data tree before so. Yeah. Super cool. And then the, the features when we



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get a list we put it into Google Earth. You are using the browser website version of Google Earth. Is that what you mainly use?

Max: No, I mainly use the app version. It depends on the size of the file. So what we've learned is that the size of the file matters. So if you are working with a larger KML file that we provide you than the website version actually kind of streamlines and functions a little quicker and better. But if you're working on smaller features, then the app, the application of Google Earth is fine and I like that a little better.

Joe: You guys use Parlay as well?

Max: We don't. We always try to create and try to find our way to create our stuff to the best of our ability so we don't have their system that we use, at least right now.

Joe: You're wondering Parlay as a way that you can take a county and just download all of the owner records and puts it into Google Earth. And then you can when you zoom in, you can see who the owners are of each of the all of the lots.

Ryan: And we've had we've had a couple of members actually mention that. And what they're trying to do or what they are doing is they have Parlay and then they import our KML file, which has the pins of all the other records, and they'll sit inside of the maps that cut out to the lot of really cool because now you have all the data plotted. The comps will get plotted inside the lots as well. So you can kind of now start to feel out what that market looks like and what that kind of looks like with all of the information plugged in.

Joe: Yeah, super cool. All right. We've already gone way over what I thought we would, but I still want to ask you guys one more question about picking a county like let's say of course you say, all right, I want to do I want to go into Tennessee. How do you pick a good county to target?

Max: Yeah, and that's a great question. So what we have is a research page is a little bit. Yeah. I mean, what we have is our research page that allows you to get in to make a data driven decision. That's. What we're all about here is so we try to make sure that whatever assumptions you have are kind of thrown out and then we can make the data tell us what is actually good and what's not. Now, with that being said now, none of these have been



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statistically proven, but at least gives you an idea of what you're looking for. So this is our research page where you can go and filter different states, different areas. You can actually do a nationwide search if you want. And then we hope we hold every single county in the United States here where you can run through. You have a whole bunch of different data points that you can use to create different filtering methods to define different and filter out different counties.

Joe: So how did you get there? So all I went to is are our more tab and then went to our research page. And again. So. So this is for subscribers as well. So you can access this unless you're a subscriber to our site. But again, it allows you access to this where if I zoom out real quick, you have our data table and then along with that, you have visual aids down below that hold the same data just in a visual format with and it's interactive to with all the data in the United States, too. But for this example, I work through this data table, which is a great tool to use. So if you wanted to, let's say in Tennessee, find a certain area, all I would do is plug in Tennessee in here and just start typing it. You'll notice that now down below in the table, we're focusing in all Tennessee now. We have 12 pages worth of results here. And then let me zoom out. Just so is this? If I zoom out to that, is that still OK?

Joe: It's kind of small, unfortunately, on this.

Max: OK, no, that's fine. So I'm going to I'm going to focus on this top portion here first and then I'll kind of look at the table down below, because this is where it all starts in this top portion. This is where the filtering method kind of comes in, where you would start with your approach. So first of all, you can sort the table how you want. We kind of default to A, to Z by county. But you can go open this up now and you can kind of sort however you want so you can go through if you want to look at high to low, I can go through and sort of low if you want to. I can do that. So it's sold comps high to low. I can do that now.

Joe: You can see down below if you could score the quality of the county's GIS data. Sucks, good. Really good. Or something like that, because like some counties are just horrible.

Ryan: And shameless plug. But I know that Travis King is trying to put together a product that does something like that, where he's looking at county JS systems and trying to aggregate that information. So maybe we can tell him to start. He gives us feedback and feature information. Maybe we should tell him that to score that information or how good the



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county data is. Yeah, and we do have a scoring mechanism, actually. If Max, if you want to scroll down to the economic thing really quick. So what we've done is not scored so much, that gives us some. But we actually have scored the economics in a county. And what we've done is we've looked at three big features here, and that's going to be the national amenities, unemployment, per capita income. And we've created a scoring metric that makes gives you an insight into maybe where is more desirable for people to go and for people to want to live and to buy land and property. And so the natural amenities we've actually taken from somewhere else from a different source. But what they have is, as Max is highlighting there, you've got median household income, median family income. You have things like mean temperature, relative humidity. And what they're trying to score is where is more desirable. You'll notice the West Coast, especially all the coastlines, are higher ranked than the other ones. And then we've also plugged in our own in with the unemployment, the per capita income, just to try and to give a scale to maybe more desirable places not to hate on Michigan or the Midwest there anything. I like Michigan, but most people probably prefer Arizona, Florida and California.

Max:

But that's just one data input to that. We can do so once you once you have your sorting method, once you have the state that you want to look at again, that's just you can do one state, you do multiple states, you can do just a certain county state. Now it's all about filtering for the certain metrics, the criteria that you want to use within that state. So that's where you would go and drop down the list. First and foremost, before I jump into the filtering, these are the headers are what we have to filter from. So we have, again, the total comps. We have the for-sale comps, the sold comps, we have the sold the for-sale ratio. And what that is, is we're just dividing the sold comps by the for-sale comps to get a sort of supply and demand valuation of that area. So a higher number. We believe it means that it's a better number, meaning that there's more solid comps versus how many for sale concert in the area. But it's always open to interpretation wherever these data and metrics are. Other than that, though, we have our parcels on market ratio. Again, we kind of mentioned this before, but it shows you how much property is currently listed for sale versus how much property there is in total in this county. And that's. I'm just vacant rural land, it's not house data, and then again, all the data and information on this research page is just vacant rural land data to there's no housing metrics or property information on this. So, yeah, this is a very land specific page.



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- Joe:** Filter you might want to do is maybe exclude the counties that have huge populations. Right. So you could filter out all of the counties with the population greater than two hundred thousand or something so you can go through there.
- Max:** And then I would say I want to look at everything else then. So I would go through there and then so now I'm looking at everything where the population is less than two hundred thousand. So that's, that's a great first population, one that I can go through there. Now if you want to normalize that population too, you can always look at we have a population per square mile as well. So again, for the bigger counties, you can always use that metric too. So we have both of those for that reason. So you can use both them and together just one at a time. Some other things again, data tree, total parcel count the coefficient of variation. What that is, it is just it doesn't say which area is better or worse, what it actually tells you what level of pricing you may need to use. Now, for neutral letters, it's not as important just because you're pricing after the fact once you get the letter back.
- Max:** But for blind offers, it's a good tool to use. If you're if you're trying to decide if you want to price at the county city or pricing level because it tells you essentially are the comps more uniform in a county or less uniform in the county. So what's that variation looking like to give you a good determination on that? So that's a good metric to see if you're doing pricing economic rank, what county ranking does that have based on just a numerical value of one being the best ranking, three thousand one hundred forty-four being the worst ranking county among the United States.
- Max:** And then we just take that and actually create a legit value of that economic score. What's that county's value of it? And then how you mentioned population. We have our population change. Are there more people going into that county? Are the people coming out and then the population per square mile? So those are the total metrics we can use. So let's say we wanted another one in here. Let's say we wanted to make sure that there's not that much property currently listed on the market. So I wanted to make sure that there's less than five percent listed on the market. So I would put in parcels on market is less than five percent. That's what I would want. I could run that filter again and I would make sure that I'm looking at. So I have two pages remaining of data on here. So I have all this information that are still meeting my criteria that I could look at.



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- Joe:** So if you're looking for some good counties to do some marketing and what are some of the suggested filters you use?
- Max:** Yeah, and again, we try to stay as agnostic as possible just so people aren't using the same filters and targeting the same areas, but using them, what we will say is that don't use just one in particular because one metric can be misleading with another one. So let's just take this sold for sale ratio, for example, if you use this sold for sale ratio and you're looking for a high score, let's say you have extremely high score, but there is not that many comps available that could be misleading because there's not much data to actually back that up.
- Max:** So we try to give you, you want to use a few different metrics, all in one area. So using those data metrics together and the parcel to market ratio is a great tool to use. I personally like using those three between the Cavs, the sold for sale parcel to market ratio. Those are those are some of my favorite ones that I like. Some of my favorite ones that I like is just kind of using in conjunction the so like total comps, how many there are sold to for sale ratio and parcels on market ratio, those in common. But again, there's interpretation to everything and there's nothing right now. There's not enough data to back up any one claim for any one strategy. Right. So one strategy for one person may work a certain way. Another strategy for another person may work another way.
- Joe:** What I'm looking for tell me if this is OK. I want to just see if there's a lot of activity like there is there a lot of sold vacant lots there. And I would probably then just want to search for sold comps, right?
- Max:** Yeah. You could say it's greater than a certain amount, so that's a lot greater than one hundred currently. Let's go through one. So then there's one currently Hardman County that meets that criteria. What the other criteria that you put up there. So it's less than two hundred thousand for the population as less than five percent currently on the market, and then it has over one hundred sold comps as well. So this is one county then that you could take and make an actionable test to then search for moving forward. What's great is that you can again, if this is a search criteria or research criteria that you like, you can go and actually save this methodology. So I can save the current search. I say just this is my current search and I can go save that filter. So when it's in here now, it's in here. So I can always come back to it again so I can go through here and then come back. And it's already in here again, which is great. I still have it if I want to move this and move forward with it.



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What's great, too, is that I can just go send a search and it's going to take this county now and then bring it right to my search page so you don't even have to, like, go and type that. It's going to take it directly from this page. Now, whatever that list is that you can create and it's going to move on from here right into this search page. So which is a great tool to have.

Joe:

Now, I just this just reminds me, guys like that I love about land, a lot less competition for these deals. And there is a crap ton excuse my French of vacant land out there. Like, why are you even thinking or worried about competition? You're looking you're talking about thousands and thousands of counties that are out there. Some of you may never plan to go to Missouri for a vacation. Right. I get it. No big deal. But like, there is a ton of activity in the southwestern, southern, half southwestern kind of in the Ozarks area of some beautiful, beautiful land down there that you can buy. Right. And there's guys right now I know that are killing it in southwestern Missouri, buying and flipping vacant rural land out there because people from St. Louis, from Kansas City, Columbia, Springfield, they want to go down there to buy some land, to build a cabin, get closer to the lakes, dried their four wheelers, just build a cabin and get away. And there's a huge demand for rural vacant land in the southwestern part of Missouri right now. And so there are very few people sending marketing down there to these property owners that have owned land. So something to think about. Yeah.

Max:

And so this is where it pop up here. It's already in here. I can search quickly. Another thing I mentioned to it's another way that I mentioned the research as well. It's not necessarily using our research page, but if you have a big city hub in mind and you've already done the analysis on it, maybe for, let's say, like a housing background where you've done the unemployment, you've done all the research, that this is a good hub to mail, what's a good thing that you can do, like, let's say Houston, Texas, for example? And I plug that in what you can do. And it's a great, great way to plug in a pull in a bunch of counties around a certain hub of data. Get a good buying pool is if I plug in Houston, Texas here and then let's say I'm still looking for 10 to 50, I'm going to actually put this increment greater than this range. So I'm going to get one row of data per county. And then let's say I wanted it 50-mile radius around Houston, Texas. When I search now, it's going to pull in every single county around Houston, Texas, within a 50-mile radius for me. So I'm pulling in, again, tons of data around a major hub city that I know that has a growing population. A lot of money flowing in as well. Good, good unemployment rate and so a lot of information. So now I



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have thirty-eight thousand on records that I can still pull from and has all this information. So this is a really good way to scale your results to around certain hubs of data to.

Joe: Now, that's huge. Yeah, that's a great way to do it. I'll just let me just get a little political here. There's a lot of conservative, gun toting, God fearing Americans in Texas. Right. And they're getting nervous about where the government's going. And OK, I'm not I'm sorry, I'm not taking political sides. I'm just saying, like, there is a huge demand for vacant land and it's a proven statistic whenever a liberal Democrat is in office. Not that there's anything wrong with that. I'm saying for the most part, but whenever there's a liberal Democrat in office, you look at what happens with gun sales. They go up. Rural vacant land sales go up, people buying books about survival, emergency supplies. Those things go up. I'm just talking about following the trends. All right. And so there's a lot of activity right now in the vacant land, especially in the areas where there's more conservatives. And even in states like California, you're seeing a lot of people that are conservative. They're getting nervous like, oh, my gosh, I need to buy some land so I can go hide when the apocalypse happens and all of these people come to take my guns.

Joe: And so they're going they're looking for vacant land one or two or three hours outside of the city that they can get to. Let's say there's a huge earthquake in California. Right. And everything falls to pieces. Where can they go? And so they're looking for land one to two or three hours outside of their cities. And there's a lot of money in California right now looking for vacant land way out in near the Shasta area. Shasta County, I think, is one of the counties out there in northern California. It is. You know what I'm saying? So, like, this is a great tool to see. All right. So from within a two hundred mile radius of San Francisco, where is all the land activity happening?

Max: Yeah, yeah. And you're getting multi city searches on this. So it's a really powerful tool that you can do and showcase a ton of results at the same time. And again, you can use this in conjunction with our research tool as well. Right. So if you wanted to do this, CitySearch. All the counties around the city and then now go through and let's say we're in Texas now, search all the Texas counties and then do that same filtering methodology and now basically filter whatever counties you want, create your criteria, and then go through this side and then just select the ones that meet your criteria. So let's say this one met your criteria. These ones meet your criteria. So now you're not only picking the counties that are within a certain radius of a major hub, but now you're actually meeting the criteria that



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you've set forth in the research page as well. So you have kind of two things going on. The counties that are setting you up for most success on a data standpoint and then around a major hub. Give me the biggest buying pool as well.

Joe: I'm doing that search right now for Austin, Texas. Just looking at Austin and I add that criteria and I do a search. Yeah, this is amazing. Very, very cool. You can play with this all day and you can. This is big or small. I can move that right away. Just a quick tip. When you're searching, you need to type in the county or the city and then select from the dropdown, correct? Yes. So I just looked at Austin here and it's filtering, pulling, data scrubbing. But anyway, this is a really cool tool. Just not to belabor the point too much, but like, if you want to see, all right, what are the good counties within a certain state or within two hundred miles of the certain city, you can pull that research out and you can say, show me the ones that have the most activity. The most, solds, the most. Don't be worried about the competition. The competition is actually a good thing. You want to look to see. All right, where are people actually buying these lots? You don't want to go into the areas where there's not a lot of activity hoping that you'll find the next secret place. Right. You want to go to where the activity is. All right. Anything else? You guys want to wrap up this podcast? But this has been a really long. So hopefully you guys are digging this because this is cool.

Max: No, we really appreciate you having us on here. Again, this is always exciting and fun for us to do. And again, we are data nerds at heart, so we love building this out and we really do appreciate feedback. So as users use our site and there's something that they feel that could be added that provides value, we would really love to hear it. And if there's something on our site that they don't like, we would also really love to hear that, too, because we want to make this, again, as enjoyable as an experience as possible. And that's what we're all about, helping others and making sure that they're getting value and succeeding through this land business. Because, again, we want to bring the data to the forefront. We know it's out there was just about aggregating it and presenting in the right way to make it as effective and useful as possible. But other than that, again, please check us out. We have a seven-day free trial with all of our subscriptions. If you go to prycd.com and use us, we're always open. Our support is second to none. It's Ryan and I working it. So I'll say that. And so we'll respond to you within again. Twenty-four hours, usually within an hour or two as well. So we're always here to help.



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- Joe:** You guys have been great. I've submitted questions and before and you've responded really quickly. Cool guys. Check it out again. I don't get anything from recommending these guys. I just like what they're doing, trying Prycd.com. Thank you, Max and Ryan, appreciate you being on my podcast and diving deep into the weeds. I hope you guys like this tonight. I'm hoping that you all watching this. We'll just check it out to get the free trial. If you're interested in learning more about land investing, I think you guys have some resources or don't get more information of guys that you recommend.
- Ryan:** We do. So at the bottom of our home page. We have some partners that we use or recommend. We also have how it works page with how, how, how something works that we recommend. So Casual Fridays is one of our biggest partners. Obviously they were early supporters of us suggesting that Justin had to do a great job. They're already a conversion pebble. We're working with them a lot. Jesse's been very helpful.
- Joe:** I've had Jesse on my show. He's a good guy.
- Ryan:** Yeah, yeah. We really like Jesse and so we've been working with them. They just recently added a feature where you can pull in lists from us directly into their system. And now you can you can check out the bottom of page. We've got a bunch of other partners that we like to work with and promote.
- Joe:** Nice. And you're going to put my podcast on the bottom of your page.
- Ryan:** We absolutely. Well, and also we do have a referral program. So if anybody signs up, they'll get two hundred free records. And if they want to mention you and put your email in the referral email, you'll get two hundred free records. So you guys know it's mutually beneficial for them to input your email.
- Joe:** They're right on. Right on. OK, guys, thank you very much. Check them out. Prycd.com, Prycd.com. I love looking at the latest and greatest tools and software and that are out there. And I think this is definitely on the cutting edge. Some people posted some questions and comments like how does this compare to these other things? And that doesn't there is nothing else out there. It does this and I won't mention the names, but one of the ones that popped up in the comments is like you got whoever asked that question is not a bad question, but you need to watch this whole podcast and you'll see the difference



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between the two and what they do and don't do. Good. I appreciate you guys, Max and Ryan, Prcyd.com. We'll see you guys later. Thanks again, everybody, for being on the podcast and hanging out. We appreciate you all. We'll see you guys later. Bye bye. Thanks so.