

Know These Terms and You **Will be a Very Successful Real** **Estate Investor**

OPM

OPL

OPK

One of my favorite singers, Bob Dylan in 1965 sang “Times they’re a Changing” and so are real estate investment strategies. More and more investors from all over the country are taking advantage of the tools available to them. When I say tools I don’t mean hammers and saws. I mean the power of technology and delegation.

Historically, beginning investors thought they had to do everything themselves. Find the property, do the repairs, find the tenant and then handle every problem from a stopped up toilet to the rent being late. As an investor's portfolio grows it becomes more and more difficult to "Do it All" so delegating becomes a must!

There are many potential investors who have lives, jobs, and families that make it impossible for them to commit the time required to invest wisely. They must delegate. There are many potential investors who do not have the skills to find, negotiate and repair property. They must delegate. The richest people in the world have one thing in common. They delegate!

Most investors love to use **OPM** (Other People's Money) you invest with. But when it comes to **OPL** (Other Peoples Labor) or **OPK** (Other Peoples Knowledge) there is often some resistance. The best part of OPL is you can buy anywhere in the country, putting the best real estate markets at your fingertips, not just the market in your backyard. Real Estate investing is like buying stocks. We want to buy the stock of the company that has the greatest profit potential, not the stock of the company within 20 miles of your home. As an absentee investor using OPM, OPL and OPK, your time is free to enjoy life which really why we

invest in the first place. Investing is not buying a job. Investing is how to eliminate your job.

Yes, there are added risks if you can't drive by your investment, but the benefits far outweigh the risks. Some of the benefits are that now you can invest in better markets, with higher appreciation, higher cash flow, higher rent demand, lower prices for quality property, newer property, waterfront property or whatever criteria that may be important to you.