

# Successful Real Estate Investors follow the principle of Contrarian Investing!

There are many reports competing for the attention of millions of Americans who are interested in buying or investing in Real Estate. Most of those headlines pry off our fears. They talk of foreclosures, credit tightening, downward sales and values. All these things are happening. However, they should be pushing the experienced investor into action, which they are.

Quoting Robert Campbell and his book "Timing the Real Estate Market": "The first thing to recognize is that people generally have a tendency and this is especially true in real estate, to follow the crowd. Driven by alternating periods of greed and fear, or of optimism and pessimism, or of ecstasy and despair, the human animal can be counted to march to a predictable drumbeat. This herd mentality is a big reason why real estate prices rise—and fall—in alternating periods of over-and under-valuation. Secondly people tend to hold onto the belief that whatever the existing trend is, that trend will continue to operate in the future. This phenomenon is most evident at the peaks and valleys of the real estate cycle, where everybody wants to buy real estate when it is expensive yet nobody wants it when it is cheap." Is this statement true? My experience is a resounding YES!! Many people's character tells them

that now is the best time to buy. However they cannot get past the herd state of mind. They just can't make it happen. They need the all clear from the media. When that happens some of the best deals are gone. Don't get me wrong, you still have time but the best inventory options are behind us. How do people become prosperous in real estate? They don't follow the crowd. They buy when real estate is cheap. Experienced investors buy when everybody else is selling

You deserve the finer things in life, don't you?

Not one person in the US has deposited regularly for 20 years.

(source American Bankers Association)

More 18 year-olds have \$100 in the bank than 65 year olds.

(source: Devey's Economic Tables)

85 out of 100 people at age 65 are not worth \$250.

(source Social Security Administration)

93% of the men at age 65 who failed financially said it was because it was a lack of a plan.

About Americans Over 65

89% are on Social Security

45% are partially dependent upon relatives

30% are partially dependent upon charity

23% are still working

ONLY 2% ARE SELF SUSTAINING

(Sources: Social Security Admin. and Managers Magazine)

And if that is not enough to get you fired up...

## Results of Stock Trading

97% lose money

2% BREAK EVEN

1% MAKE MONEY

**There are still more millionaires made through real estate investing than through any other means.**

Please contact Seewing Yee (510) 552-0726 to discuss your financial goals and objectives.