

## **Are you a Short-Timer or a Long-Timer?**

For generations people have invested in real estate practicing a strategy of buy and hold. Property investors have typically been a patient and disciplined group who measure success in long term wealth creation, not short term income. Once every so often market conditions are such that appreciation is compressed in time and values skyrocket. It becomes possible, for brief periods of time, to buy and sell with little or no hold times. These markets attract new crowd of investors that “flip” properties and earn quick profits. They are the real estate’s equivalent to the day trader. There is nothing wrong making quick money when it is possible. However, eventually the market returns to normal and far more difficult to make quick money. Many short timers simply give up on real estate and wait for the next boom cycle.

The problem with this strategy is that there are a limited amount of properties that one can acquire and turn during a boom, especially if they are preconstruction or predevelopment plays with 2 year lead times for completion. Assuming your buying window only appears once every 3-10 years and assuming that you are only able to make a few “scores” each time, it is unlikely that you will make anything other than modest amounts of money that are quickly spent. You want to position yourself to own many properties, acquired over many years, so that when the next boom market hits you are not playing catch up. Then you can absolutely clean up with enduring gains. Positioning and patience are the names

of the game today. There are incredible deals but no quick buck in real estate at present. It's once again a get wealthy over time plan as it has been for centuries.

Real estate experts have predicted from historical averages, "Your real estate debt today will be your net worth in ten years." Would you be happy if this were true based on what you owe today? Or would you like to have a higher net worth in 10 years? Just remember to have reserves and income commensurate with your debt service. While there are risks associated with property ownership, there are even bigger risks associated with not owning any property. Consider how many people become millionaires solely saving their income versus how many become millionaires by owning property. The choice is clear in this market and any market.

***#1 Create Your Life, not Life Happens to me***

***#2 Wanting to be Rich is Not Enough, you must be Committed to be Rich***

***#3 Think Big, not small***

***#4 Focus on Opportunities, not Obstacles***

***#5 Focus on the Positives, have a positive Attitude***

***#6 Show Responsibility and Accountability for your Actions. Do not Blame others.***

***#7 Grow yourself so that You are Bigger than any Problem***

***#8 You can Have to Cake and Eat it too***

***#9 Focus on your Net Worth, not your Working income***

***#10 Have your Money work hard For you, not Work hard for your Money***

***#11 Don't be afraid of Real Estate Debt;  
what you owe today will be Worth  
Tomorrow***

***#12 Don't get caught up in trivial or let  
short term adversities get you down***

***#13 Don't let negative media Propaganda  
affect you***

***#14 If you think it's hard to buy property  
now, just wait 10 or 20 years***

***#15 A sure way to fail is to do nothing***

***#16 Desire attracts opportunity, fear  
attracts failure***

***#17 Not taking a risk may be the biggest  
Risk of all***

***#18 Get out of your “Comfort Zone”.  
Comfort kills.***

***#19***

- ***Act in spite of fear***
- ***Act in spite of doubt***
- ***Act in spite of discomfort***
- ***Act in spite of worry***
- ***Act in spite of inconvenience***

***#20 Your mind is the greatest soap opera scriptwriter in history. It makes up of incredible stories, usually based on dramas and disasters, of things never happened and probably never will,***

***Mark Twain said:***

***“I have thousands of problems in my life, most of which never actually happened.”***

***FINAL THOUGHT***

***Just Do it!!!***

***Nike***