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.REAL ESTATE INSIDER.

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POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

# Master the Rules First Before You Break Them

*"There are always people who will be better at something than you are. You have to learn to be a follower before you become a good leader." – Charlie Munger, Vice Chairman, Berkshire Hathaway*

*"Know the rules well, so you can break them effectively." – Dalai Lama*

I've been a rebel for as long as I can remember — at least going back to age 4 when I copied an entire children's book, page by page, with a stack of paper, a stapler, and box of Crayola crayons and then went door to door trying to sell my "recreated masterpiece." I've never liked to play by other people's rules, but have learned over the years — sometimes the hard way — that there are rules to every game, and even if you want to break the rules, you should learn and master the rules first.

When I was in high school, my Juilliard-educated classical violin teacher, Norman S. Goldblatt, told me, "Gerald, learn it my way first, then you can play it any way you want." A few years later, I performed at Carnegie Hall and The Kennedy Center for the Performing Arts. Legend has it that Picasso learned to "draw like Ingres," the French portraitist, before he learned to draw like Picasso.

You should, too. Become an expert in real estate or whatever trade you choose and learn how to color within the lines. Know the details about how your business works — this knowledge will allow you to spot weaknesses in the old model so you can create a new one. View the world from 30,000 feet in the air, as well as from ground level. At high altitude, you can plan your big picture strategy; while on the ground, you can actually set your plans into motion.



### Onward and Upward!

I'm looking for an elite group to reveal my most profitable real estate investing techniques to. If you're coachable, open to instruction, and willing to take what I share and put it into action immediately, complete the application by visiting [tinyurl.com/glcoachingapplication](https://tinyurl.com/glcoachingapplication).

After you complete the application, here's what will happen: I will personally review your application to make sure you're a good fit for my program. If your application passes, then either I or someone from my office will call or email you to set up a one-on-one interview and strategy session with me.

*Gerald Lucas*

GERALD LUCAS  
Real Estate Expert & Best-Selling Author



## Going for Gold ... Fool's Gold The Olympic Sports That Couldn't Win

There's no doubt about the grace, beauty, and dignity of the Olympics. The International Olympic Committee goes to great lengths to put on an event that honors the athletes of the world, but over the course of 120 years, even the IOC is bound to make a few mistakes. Here are a few examples of the less dignified Olympic efforts that, unlike the Olympic torch, fizzled out quickly.

### Tandem Bicycle Sprint

From 1908 until 1972, the Summer Olympic Games featured tandem bicycle races. Bikers raced at top speeds in a 2,000-meter sprint on a

bicycle built for two. Because of the banked track and increased speeds, this event was a magnet for injuries and wrecks and was discontinued following the Munich Summer Olympics in 1972. It is still a vital part of the Paralympics cycling program.

### Solo Synchronized Swimming

Solo synchronized swimming made its inaugural splash at the 1984 Los Angeles Games to little fanfare. The International Olympic Committee rationalized that, while there were no other swimmers for competitors to be synchronized with, they were still moving in time with the music. The most exciting moment of this sport's Olympic tenure was in 1992, when a judge accidentally gave one swimmer an 8.7 when he meant to award her a 9.7, which cost her the gold. Even the judges couldn't be bothered to pay attention. Solo synchronized swimming ended that year.

### Poodle Clipping

In the leadup to the 2008 Beijing Olympic Games, a writer for The Daily Telegraph wrote a story on poodle clipping as an Olympic sport as an April Fools' joke. The story ran, complete with fictionalized gold medalist, a 37-year-old French housewife who blew the competition out of the water by clipping 17 poodles in two hours. The true accomplishment, however, is that the writer fooled other news outlets so soundly that many reprinted the story as fact, and it spread like wildfire.





# THE BRONZE AGE OF ADVERTISING

## THE STORY OF THE WORLD'S FIRST-KNOWN ADVERTISEMENT

It's after work. You're sitting in a bar and grill with a few friends, and it's trivia night. The emcee announces the next question: "When was the world's first advertisement created?" The room falls to whispers as the teams discuss their answers. 1704? 1468? 3000 B.C.?

The answer may very well be 3000 B.C. For thousands of years, people have been selling goods and services. Business owners throughout the ages needed to get the word out. They had bills to pay and families to feed.

One of those business owners went by the name of Hapu. He was a fabric seller in the ancient Egyptian city of Thebes. On a leaflet of papyrus, Hapu scribbled out a reward. Anyone who located his slave, Shem, and brought him back to the fabric store would get a piece of gold in return.

Hapu wasn't just after his missing slave. He used the promise of gold to go into more detail about his business. Hapu didn't run any ordinary fabric store — he described his



fabrics as among the most beautiful around and woven for each person's taste.

The world's first advertisement, thought to be about 5,000 years old, is held by The British Museum in London. Interestingly, and not far from Hapu's papyrus at the museum, you'll find a clay tablet covered in cuneiform text. The tablet was chiseled by a copper merchant named Nanni who lived in Babylonia — now Iraq — in 1750 B.C. On the tablet, Nanni expressed a customer experience gone awry. Call it the first bad customer review.

Thankfully, Hapu's story ends very differently. When this advertisement was initially discovered, it was also found with a few other pieces of papyrus — updates to the first ad. Apparently, the missing slave never returned to the fabric shop, despite the reward, but a third piece of papyrus reveals the advertisement worked. Locals saw the ad, visited Hapu's fabric shop, and made purchases. Hapu was able to expand his business thanks to a little incentive and what may have been some top-notch ad copy.

### ASK GERALD a Real Estate Question

**Q:** Gerald, I remember you mentioning the No. 1 trick bad tenants use to trick landlords into renting to them, but I forgot what it was. What was it?

~ Chelsea, Sea Bright, NJ

**A:** Great question, Chelsea. The No. 1 trick bad tenants use to trick a landlord to rent to them is: showing up with a big wad of cash and asking to move in right away.

Now, the reason this is the No. 1 trick that bad tenants use is because a landlord's main goal is to collect rental income, and it's very tempting to take money when someone is waving it in your face. The potential problem

for landlords is that when someone shows up suddenly with a bunch of money and wants to move in, there's a good chance it's because they just got kicked out of another place! So one of the keys to successful landlording is to have consistent rules and regulations regarding how you screen tenants before you accept any money, sign a lease, or let tenants move into your property. After a bad tenant moves in, it's very difficult, time-consuming, and expensive to get them out. I've been a landlord for over 15 years, and I can say with 100 percent certainty that no tenant is better than a bad tenant — so protect yourself.

Thanks for your question, Chelsea. Good luck! For more real estate information and tips, visit my blog at [geraldlucas.com](http://geraldlucas.com).



## Natural Rainwater Harvesting: RIGHT IN YOUR BACKYARD

Green technology has come a long way. You've probably heard solar panels being talked about to death, but there are some other exciting setups that can save a ton of energy and natural resources.

One great example is the natural rainwater-harvesting system. This is not a new concept, historically — people have captured water right from the sky for centuries. However, it's a deceptively simple concept that many have forgotten exists, at a time when water is becoming scarcer and more expensive to treat and purify.

A natural rainwater-harvesting system makes perfect sense for anyone living in a desert climate, but it's beneficial in regions that get plenty of rainfall as well. Similar to the way electricity from solar panels is stored in a battery, rainwater that you harvest during a thunderstorm or a drizzle can accumulate over time and be available whenever you need it.

There are two types of rainwater-harvesting systems: passive and active. Passive systems collect and direct the water where it's needed, such as irrigation for a garden. Active systems simply hold the rain in some kind of

vessel, often in combination with the home's rain gutter. You can collect the rain in a rain barrel with a lid right under the gutter.

You may be wondering what to do with all that water once you've collected it. Well, the most practical use for harvested rainwater is non-potable: watering your home's lawn, bushes, and trees. After all, outdoor use of water represents about one-third of household water use in the United States. With that said, rainwater harvesting has seen some advancements in filtration and treatment technology, so it's now entirely possible to supply your entire household's water needs through rainwater collection.

If you decide to use rainwater for in-home use, such as drinking and bathing, make sure you've done your homework and installed proper filtration and treatment first. Without disinfection, rainwater can have dangerous levels of arsenic, nitrates, perchlorate, and other elements.

As long as you're willing to do the installation and assembly yourself, you can get a basic rainwater-harvesting system installed with an investment as low as 50 dollars, making it one of the most cost-effective ways to go green!

### Real Estate Insights



- Home sales and apartment rentals are inversely related.
- New Jersey's homeownership rate declined from 71.3 percent in 2005 (Q1) to 60.9 percent in 2016 (Q1) — its lowest level in more than 10 years.
- Single women are now the second-largest homebuying group after married couples.
- Home prices are rising twice as fast as inflation, according to Case-Shiller Home Prices Indices.



### Real Estate Tips

1. When you get a mortgage loan to buy a home, ask for a Good Faith Estimate so you can review all the terms on your loan offer and see the interest rate, payment, and closing costs.
2. Get a thorough home inspection before you buy real estate and get one before you pay for an appraisal — just in case the inspection reveals something so major you decide against buying the property.
3. Before you sign the closing documents for a mortgage, compare the settlement statement with the Good Faith Estimate to make sure there are no errors — these errors coincidentally favor the lender in most cases. Caveat Emptor :-)
4. Get a great loan when you buy so you don't NEED to refinance. If rates improve and refinancing makes sense, aim to do so only once — serial refinancing can be expensive, wasteful, and financially destructive.