



PRST STD  
 US POSTAGE  
 PAID  
 BOISE, ID  
 PERMIT 411



CONNECT WITH US»

**INSIDE THIS ISSUE**

The Gift of Anticipation  
 PAGE 1

Make Systems for Success  
 PAGE 2

Ask Gerald a Real Estate Question  
 PAGE 2

How to Create a Gallery Wall  
 PAGE 3

Real Estate Insights  
 PAGE 3

Real Estate Tips  
 PAGE 3

What You Can Do After a Bad First Impression  
 PAGE 4



**THE SOCIAL NIGHTMARE**  
 What You Can Do After a Bad First Impression

You've planned, rehearsed, and know exactly what you want to say. You are more than aware of how critical a first impression can be. It all happens in the first few moments of meeting someone. You don't have a lot of time, and yet, so much can occur in those precious few seconds.

Then, you meet, and during those four seconds, you do "that thing" you hoped to avoid. You bomb the handshake, say something unintentionally insensitive, make a joke in poor taste, or say the wrong name.

**WHAT CAN YOU DO TO RECOVER?**

**Accept it and move on.** Some first impressions don't matter as much as others. You must make the distinction. You may have stumbled, but you could still have the opportunity to get right back up and continue with the conversation. Remain forward-thinking and don't dwell.

**Reestablish yourself.** You still have the rest of the conversation ahead of you. Use this time to show the other person a different side of the "first impression you." If you tried to play up your sense of humor and told a flat joke, take a break from comedy. We all have different personalities, and you don't want to rely too heavily on one aspect of yours. Let yourself be multidimensional.

**Apologize.** There are instances where an apology may be necessary. The goal isn't to draw more attention to the flub, but simply to acknowledge your mistake. A bad joke or the wrong name deserves a quick, "Sorry about that," and maybe a brief explanation — if warranted — but refrain from making excuses. And, if you do apologize, be succinct and move on.

**Give yourself a second chance.** Remember, not every first impression is a last impression. Even if you screw up a first impression, you may have more opportunities to make up for it and build a strong relationship with the other person. Don't be hard on yourself. The person on the other side knows how critical a first impression is and may be more than willing to look past a rocky start — but you have to be just as willing.

AS SEEN IN »

FASTCOMPANY  
 NBC FOX  
 CBS abc

www.geralducas.com  
 201.222.2979

**.REAL ESTATE INSIDER.** December 2015  
 POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

**THE GIFT OF ANTICIPATION**

“Anticipation is a gift. Anticipation is born of hope. Indeed it is hope's finest expression” ~ Steve L. Peck

Few days bring as much anticipation as Christmas Eve, especially for children who lie awake at night, waiting to get up at the crack of dawn to tear open their presents under the Christmas tree. The truth is that anticipation is a big part of fun for everyone.

Pleasant anticipation is an important source of happiness. Having something to look forward to makes us feel good and creates a healthy atmosphere based on positive expectations.

There are four key stages we experience when we enjoy an event:

- 1. Anticipation** (looking forward to the moment)
- 2. Savoring** (enjoying the moment)
- 3. Expression** (sharing the moment with others)
- 4. Reflection** (looking back on the moment — enhanced when you capture it with pictures, videos, mementos, or journal/diary entries)

Having something to look forward to brings happiness into our lives even before an event actually takes place. In fact, sometimes the happiness in anticipation is greater than the happiness actually experienced in the moment — in Latin this is called *memoria praeteritorum bonorum*, which means "the memory of the good pasts."

Anticipation requires having something happy in your future to long for. When you look at your schedule for the next week, month, or year, are there things that you can look forward to with pleasure? If the answer is no, then I challenge you to pencil in something that you will anticipate with joy and gladness. Merry Christmas, happy holidays, and have a safe and happy New Year! 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 will take what I share and put it into action immediately, complete the application by visiting <http://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.**



# ALL SYSTEMS GO!

## MAKE SYSTEMS FOR SUCCESS



The word “systems” seems to pop up a lot in business management literature — and for good reason. Systems can save your business time, money, and headache when it comes to job expectations and hiring new employees.

“Systems” are both the interaction of positions in a company and the way in which you can map out a job position. For example: A secretary in an office should be able to look at a to-do list for every shift and every client interaction, and know what needs to be done. That means that any person off the street could come sit down at the desk, look at the to-do list, and be able to get the basics of the job

done. Now, this is going to get infinitely more complex with highly-specialized positions, but the idea is the same. If you replace one engineer with another, the new hire should be able to quickly fill the roles of the position.

The key to creating these systems is to acknowledge that there are many moving parts that must work together to ensure the success of a company. Just like our heart and arteries are all essential parts of our circulatory system, each team member is a vital part of the function of a business. Managers must treat every position in the company like a key player in order to see how each position interacts with the system as a whole.

Once you have the scope of each job within the company, it’s time to list every function of that position and create lists of the best practices for each function. This can be tedious, but it’s important to get it right. Even if one of the tasks seems mundane or obvious, be sure to write down the best way that it should be done. You want to start doing this as early and as often as possible to stay on top of every little thing. Once you know how things should run, it becomes much easier to anticipate problems and proactively create systems for the best solution. This practice benefits incoming hires as well as current team members, while allowing you to create clear expectations for the position.

### ASK GERALD a Real Estate Question

**Q.** I’m about to start my first home rehab project. Can you give me any tips to avoid making any unnecessary mistakes? (The Biggest Mistake Home Rehabbers Make)  
**Chuck, Nyack, New York**

**A.** Chuck, that’s a great question — one that I get a lot from new real estate investors like you. The biggest mistake property rehabbers make is over-improving a property — that is, spending too much money on a renovation. Contractors often make the mistake of over-improving a property, mistakenly believing that every extra dollar they spend on a renovation will increase the value of the property. That’s a big mistake because capital improvements, on average, only increase a home’s value by 50 percent. The purpose of rehabbing a property to sell or to rent out is to maximize your profit. The key to your success is



to get your property rehabbed as quickly as possible without sacrificing the quality, so you can put it on the market to sell or to rent as quickly as possible. Keep in mind, every day you own a property that isn’t generating income is costing you money — every day.

Thanks for your question, Chuck, and good luck. For more real estate tips and information, visit my blog at [www.geraldolucas.com](http://www.geraldolucas.com).

## Home is Where HOW TO CREATE

“Collect the things you love, that are authentic to you, and your house becomes a story.”

-Erin Flett

Wall art not only makes your space feel homier, but it helps you feel more at home in your space. And when it comes to hanging wall art, there is no right or wrong way — there is no stylebook or palette you have to abide by. Simply surround yourself with the things you love and you’ll soon discover that home is where the art is!

The advent of the gallery wall means that you now have an easy, inexpensive way to display all those things that matter most to you. Gallery walls are catching on like wildfire, and if you want in on this trend, here are a few tips to follow:

Start with one large piece — this will anchor the wall — but don’t worry about centering it; gallery walls are all about asymmetry and balance. Lay everything out on the floor first and play with a few different arrangements. Take pictures of the ones you like best until



## the Art Is A GALLERY WALL

you land on the perfect setup. When you make your final decision, all you have to do is recreate it on the wall! Just make sure you leave at least three inches between pieces. This will prevent the wall from feeling overcrowded.

To get the full effect of the gallery wall, try using two or three different colors or styles of frames. You can find inexpensive frames at the dollar store or thrift shop, or shop for sales at your local craft store.

The same goes for the art held within those frames. Mix photographs, paintings, and drawings for a fluid feel. Add a mirror here and there, a handwritten letter, or a mounted statue. Chances are, you probably have plenty of materials already, but if you’re scrounging for art, try scrounging at garage sales or thrift stores. After all, one man’s trash is another man’s treasure — you never know what you might find!

The end result will be a beautiful, engaging wall that makes you feel right at home. The best part? Your gallery wall can grow right along with you and your family.

## Real Estate Insights

- Investor interest in the seniors housing sector is strong and growing. Transaction volumes are at record-high levels, pricing is close to a cyclical peak, and auctions are active and often fully priced.
- In a survey of 2,134 Americans, commissioned by online brokerage Redfin, one in five buyers made an offer on a home without having visited it in person.
- New Jersey home sales in 2015 were the highest since 2005.
- The mortgage delinquency rate in New Jersey is currently 8.3 percent (the national average is 3.5 percent).



1. When you value a property, consider highest and best use as well as comparable sales.
2. Demand an itemized breakdown of renovation costs from a general contractor, rather than just an overall estimate for an entire home rehab project.
3. Only make small payments to contractors as they satisfactorily complete mutually agreed upon milestones.
4. When you estimate holding costs for a property rehab, consider estimated renovation time as well as the time required to sell the property.