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HoloLens Goes Wide

Now You Can Buy Microsoft's Intriguing Device

When Microsoft's HoloLens was reintroduced to the public in early 2016, after being unveiled in 2015 as a prototype, it was only available to a select few — namely software developers. Interested developers could submit an application to Microsoft, then Microsoft would vet the application. There was no guarantee the applicant would have the opportunity to buy the device.

In August, Microsoft opened up access to the much-lauded HoloLens. Everyone in the U.S. and Canada can now buy the device. All you have to do is accept the \$3,000 price tag and agree to the terms of use. When you buy the HoloLens, you accept that the sale is final. The headset does not come with a warranty, and there are no returns. And one more thing — you can't resell it either.

These limitations effectively make the HoloLens a \$3,000 risk, but if the call of holographic computing is too much to resist, that risk might be worth it. More developers are now gaining access to HoloLens, more applications are available, and even more are expected in the future. Microsoft sees HoloLens playing an integral role in business and IT.

What is HoloLens? It's an augmented reality headset. Unlike virtual reality headsets like Oculus Rift and the HTC Vive, which rely on high-resolution



screens inside the headset, the HoloLens headset is transparent and allows you to see everything in front of you. The device projects holographic objects, images, and other elements into the real world for you to virtually interact with.

While the device isn't ready for mainstream commercial use, it's already making an impact in the airline industry. There, it's being used as a training tool for mechanics and flight crews. Microsoft sees potential in a number of different industries, but how HoloLens is applied all comes down to the specific needs of any given business.

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DECEMBER 2016

POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

Santa Claus: Renegade Real Estate Investor



"You know you're getting old when Santa starts looking younger."

— Robert Paul

Bet you didn't know Santa Claus was a successful real estate investor. It was a well-kept secret for some time, but I want my real estate insider family to know the whole truth and nothing but the truth. Now close your eyes, count to three, and make a holiday wish.

Voila! Since Santa is also clairvoyant, here are the three lessons every real estate investor can learn from the man in the big red suit — just what you wished for!

1) Marketing Is Key to Building and Maintaining a Successful Business

If you haven't noticed, Santa Claus is everywhere and on everything around the holiday season. That's right, Kris Kringle is the ultimate marketing and PR guru — all that viral marketing he gets from the parents of small children doesn't hurt either. His image is absolutely inescapable. This is the kind of ubiquitous presence you should have in the local real estate market(s) you target. Effective marketing is critical if you expect to find good real estate deals consistently.

2) You Must Set and Then Manage Expectations

Santa is jolly and beloved, but he also has an ironclad set of rules that he lets everyone know ahead of time. If you've been nice, you've got nothing to worry about, but if you've been naughty, you may end up on the receiving end of some of Santa's tough love: a piece of coal in your Christmas stocking!

Seriously, if you don't set boundaries with tenants, business partners, buyers, and sellers, nobody will take you seriously, and your real estate business will not thrive.

3) You've Got to Build a Team

Santa has a skilled and talented team backing him. He's got elves making the toys and reindeer pulling his sleigh. Like all successful entrepreneurs, the guy surrounds himself with the right individuals to make his operation run smoothly, and so must you in your real estate business. Santa also recognizes and makes use of the unique talents of specific team members like that Rudolph with the red nose!

I want to thank you and my entire real estate insider family for making 2016 a great success. I look forward to a happy and healthy 2017!

"Merry Christmas to all, and to all, a good night!" Santa out!

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.

Gerald Lucas

GERALD LUCAS
Real Estate Expert & Best-Selling Author



Death of the People-Pleaser

How Saying No Improves Your Life

For modern professionals, and especially for professionals with family to care for, going above and beyond is expected. But if you say yes to every demand, consider learning the impact of a simple no. Having too much on your plate can not only be exhausting, but it can be bad for your health. We all know how the body reacts to stress, so why add to it unnecessarily? If you want to reduce stress, be more productive, and build the wherewithal to politely decline in the future, you can remember a few tricks to saying no the next time a demand gets you down.

Be realistic. If you don't have the time to spare, don't pretend you do. Additionally, if taking on the extra task will infringe on time with your kids or cause you additional stress, remember that it's okay to prioritize and say no. Your family and your health should always come first.

Don't overexplain. Giving a ton of excuses as to why you can't do what was asked of you is unnecessary. To teach people in your life to respect your time constraints, give them a firm no without the fluff. They'll appreciate your honesty.

Suggest a different route. Whenever possible, give the person asking for your time an alternative. If you can't help, but know someone who can, help out by providing a referral. If you aren't available today but would gladly help tomorrow, ask them if they wouldn't mind postponing the task. This will show that you care, without agreeing to something you simply can't do.

It's not always easy to say no, especially if you're a people-pleaser. But having the power to manage your time — even when it might put someone in a tough situation — is essential to staying healthy

and productive for the things that matter most.



ASK GERALD

a Real Estate Question

Q: Gerald, my business partner and I are looking at a commercial property we want to buy. The cap rate for similar properties in this area is about 4 percent, and this property yields almost 6 percent, so we're going to jump on it. Any last-minute tips you can offer me?

— Robert, Short Hills, NJ (Commercial Property Danger Investors Should Avoid)

A: Robert: First, kudos to you for spending the time and effort to do your due diligence, because the numbers are critical for an investment property. The one concern I have regarding your potential investment is your debt service. In other words, how you are planning to finance the purchase? If you're paying cash, I'm not as concerned, but if you are borrowing money to purchase this commercial property, you have to be concerned about negative leverage, which happens when the interest rate on the money you borrow exceeds the capitalization rate that the property yields. Generally speaking, you ideally want the cap rate of the property to exceed the interest rate on the money you borrow by 2–3 percent or more as a cushion — the bigger the positive spread, the better. Otherwise, you're effectively losing money or are very close to losing money every month, which is not an ideal situation for you as an investor.

Thanks for your question, Robert. Good luck.

For more real estate tips and information, visit my blog at geraldlucas.com.



Escape to Bocas del Toro

Visit a True Island Paradise in Panama's Caribbean

There's something about a hammock, a chilled drink, and the sound of the sea that can't be beat. As temperatures drop and your calendar fills up, the idea of slowing down — way down — is probably sounding more appealing than ever. The Caribbean is calling, and some of the most idyllic, laid-back beaches are awaiting your visit in Bocas del Toro in Northeastern Panama.

Known for its lush landscapes and quiet beaches, sleepy Bocas del Toro is made up of nine main islands, just a hop away from Panama City. One of the most biologically diverse places on the planet, this beautiful archipelago is perfect for adventure seekers and beach bums alike. There's something for every kind of Caribbean traveler.

Ecotourism is huge here, as it's home to Panama's first national marine park, and outdoorsy visitors can enjoy snorkeling and scuba diving lessons from Bocas Town, cave exploration at Basti bat caves, hiking to Almirante waterfalls, and zip lining. Walk around to find tours; Bocas Town is very easily walkable, and pedestrian paths lead to great discoveries sprinkled all over the island.

Loungers and foodies enjoy relaxed days at picturesque beaches and evenings devouring the best of the best locally sourced and fresh food at

El Ultimo Refugio, which serves an eclectic menu of seafood, fusion, and creative cocktails. There are a number of affordable places to stay, but if you're looking for something a little more out of the way, check out the nice stand-alone forest cabins overlooking the bay at the Eco-friendly La Loma Jungle Lodge on the beautiful Isla Bastimentos.

Travel + Leisure Magazine named Bocas del Toro in Panama this year's best place to travel, so make your reservations before this amazing place becomes more popular with tourists. Whether you're looking to party with backpackers or prefer to birdwatch your way through the mangroves, you'll find the escape you need at Bocas del Toro.



Real Estate Insights

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- Household income is the biggest driver of residential real estate markets.
 - If you sign a contract to buy property in a rising real estate market, you've already made money by the time you close. Conversely, if you sign a contract to buy property in a declining real estate market, you've already lost money by the time you close.
 - Newark recently began expansion of Riverfront Park along the Passaic River.
 - Government-sponsored enterprise Freddie Mac is currently projecting a "surge" in mortgage originations during the third quarter, further reinforcing its view that 2016 will be the "best year" for home sales since 2006.

Real Estate Tips

Know when to walk away in a negotiation to purchase a property. When you walk away, a lot of times the other party will come back to you later on — and if and when they do, you'll have an even stronger negotiating position to work from.

Use low-flow toilets to reduce your water bill, or make your existing toilet more efficient by dropping a soda bottle filled with sand or water into the tank. It will use less water each time it flushes.

Get a free copy of your credit report from all three major credit bureaus, and make sure there are no errors that need to be corrected before you apply for a mortgage.

Overpricing a property reduces its selling price. It inevitably ends with price cutting and a weak negotiating position. The longer a property stays on the market, the less it will sell for. The key to selling a property for top dollar is pricing it correctly in the first 30–45 days it's on the market.

