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# .REAL ESTATE INSIDER.

FEBUARY 2017

POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

## Can't Find the Source of the Problem? Look in the Mirror



**"If you do not conquer self, you will be conquered by self. You may see at one and the same time both your best friend and your greatest enemy, by stepping in front of the mirror."**  
— Napoleon Hill

Got a problem you can't seem to solve or fix? Not sure who or what is causing it? The best place to start looking is in the mirror. We often create our own biggest problems, so it's vital that we spend the time and effort to understand our role in creating, sustaining, or exacerbating the problems we face.

Even if someone else is the source of the problem, you can't change other people's behavior or thinking, only your own. As Robert Ringer said, "Look in the mirror for the cause of your problems, because the person looking back at you is the only person over whom you will ever have total control."

I'm not saying that you should try to do everything yourself or resist reaching out for help from others. However, really solving a problem, particularly if you want lasting results, necessitates eliminating your contribution. Think of your unsolved problem as a trash can full of garbage — solving the problem starts with you not adding to the pile. Honest reflection is a key to personal accountability.

Plus, solving your own problems makes you more confident, knowledgeable, and self-reliant. As legendary retailer JC Penney said, "I am grateful for all of my problems. After each one was overcome, I became stronger and more able to meet those that were still to come. I grew in all my difficulties."

**Onward and Upward!**

**"When I started working with Gerald Lucas, I had just quit my job to take care of my newborn daughter full time with dreams of reaching financial freedom through real estate, but it was just that: A dream! Gerald helped me gain the confidence that I needed to make offers, find partners and build a reputation for myself within this very small investor community. This new found confidence has attracted many opportunities my way! Working with Gerald was like getting an MBA in real estate investing. Gerald is a cut above... He's knowledgeable, resourceful and is a disciple of the 'Abundance Mentality'... His knowledge, contracts, contacts and resources have proven really valuable to me... I truly feel as though he wants me to succeed because, in truth, my success is his success... I'd highly recommend him to anyone considering hiring a mentor... It's money well spent... As they say, an investment in educating yourself is always a worthwhile investment!"**

— Benedict Joanis | New York, NY

### Want To Learn My Most Profitable Real Estate Investing Techniques?

*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 one of my programs.*

*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



## Visit Croatia:

### The Perfect Mediterranean Destination

So, you've decided to take a vacation abroad. You're looking for a place with breathtaking natural beauty, incredible beaches and islands, outstanding history, awe-inspiring architecture, and delicious food and wine. You'd also prefer a destination that's a little more unique, so Paris and Italy are off the list. It's time to check out vacation options less-traveled and book your ticket to Croatia.

Located just across the Adriatic Sea from Italy, Croatia's harbors house the same Mediterranean influences of Greece; the county's beaches display the same quality sand as the Italian coast; their food is just as delectable as any you'd find in Paris; and their ancient architecture's beauty could rival that of Rome. While you're there, make sure to check out these key destinations!

#### Zagreb

The capital and largest city of Croatia, this metropolis is full of historic and modern attractions. Located in northwestern Croatia, it dates back to the 11th century and houses the heart of Croatian culture, academics, and government. Walk down cobblestone streets and visit medieval towers and churches. Zagreb also happens to be the filming location of popular television shows like "Game of Thrones."

#### Korcula

Located off of the Adriatic coast, Korcula is a 30-mile island full of lush forests, vineyards, olive groves, charming villages, and sandy beaches. Korcula Town, the island's main community, is a fortified city, historically adorned with Venetian renaissance architecture and colorful markets. It is also known as the birthplace of Marco Polo.



#### Plitvice National Park

One of the incredible natural wonders of Europe, this national park consists of several breathtaking lakes, waterfalls, and forests. The park has 16 interconnecting lakes, formed by natural travertine dams, ranging in color from turquoise to green, blue, and grey. Explore the park by boat, or trek through the lush wilderness by following the extensive wooden pathways.

Visit Croatia, and experience everything its beautiful beaches, sapphire waters, and rich history has to offer.



# Getting Things Done

## How a few Changes can Boost Your Productivity



There are lists of to-do items bogging down your brain, which isn't really designed to remember a lot of tasks. Fortunately, the Getting Things Done strategy by David Allen frees up your brain by getting all of those items written down somewhere — a notebook, an app, a tape recorder, or a Word doc.

Then, all you have to do is break down all of the things you have to do into some

simple lists. First is the "in" list, which is a master list of anything that you have to do or want to do. The "in" list includes everything, from getting the mail to opening a new bank account.

From there, you need to process the items on the list. The very first question to ask yourself is, "Is this actionable?" If you can do something in response to the task, ask if you can do it in under 2 minutes, like

replying to an email. This is called the two-minute rule.

If the task would take longer than 2 minutes, ask, "What is the next action for this?" Then add that specific action to a "next actions" list you refer back to regularly. For example, if you need to join a gym, the next action is to stop by the gym near your house after work. Just asking about the next action to take will dramatically improve how much progress you make on your goals.

There's more to Getting Things Done than just these strategies, but try implementing just this much. Get all of the to-do tasks out of your head somewhere and start classifying them by which ones you can take action on. For more on productivity, check out [www.GettingThingsDone.com](http://www.GettingThingsDone.com)!

### ASK GERALD a Real Estate Question

**Q:** Gerald, I'm trying to buy a junker property to rehab. The owner keeps telling me about how much the properties in the neighborhood are selling for, and when I pointed out how bad her property looks, she got really pissed off and won't return my phone calls. SOS, need some help.

—Cory, Edison, NJ (Dumbest Thing an Investor Can Say to a Home Seller)

**A:** Cory, one fundamental rule that you must understand if you want to be successful as a real estate investor is that real estate is a lot more about people than it is about bricks and mortar. You may be absolutely right about the condition of this woman's home, but it's vital that you show respect and concern for her, particularly if this is the home that she lives in. She may have grown up in that house or raised her kids in that house. One of the basic rules of successful negotiation is to make sure that everyone wins. Find out what's most important to her and see if you can negotiate an agreement that works not just for you, but for her as well. As far as the sensitive topic of pointing out the condition of the property, you never want to bad mouth the condition of someone's home. Instead, you can, for example, ask her how long it's been since she's updated certain parts of the house. If it has been a long time, and it sounds like it probably has, you can tactfully say that you are an investor and will need to renovate the property to compete with current market conditions and have to account for that cost in your offer. Cory, successful negotiating is not a game where the winner

takes all and the loser is left bleeding on the floor. The best negotiators make sure there are no losers. Remember, as investors, we need the cooperation of others in order to be successful. Thanks for your question, Cory. Good luck.

For more real estate tips and information visit my blog at [geraldlucas.com](http://geraldlucas.com).



## Are You Ready to Jam?

### Meet Google's Next-Gen Whiteboard

These days, the whiteboard is a mainstay of virtually every office in the country. Practically every meeting room comes equipped with at least one whiteboard, if not one on every wall. Whiteboards have become the place to sketch out and cultivate new ideas in the collaborative workplace.

Google's Jamboard aims to take the concept of the whiteboard and transform it into something brand new. At a glance, it seems like little more than a new "Smart Board," but once you take a look under the hood, you'll quickly realize it's something much more. With Jamboard, Google wants to "redefine meetings."

Google calls the Jamboard a "collaborative, digital whiteboard that makes it easy for your team to share ideas in real time and create without boundaries." To sum it all up, Google is "moving the whiteboard to the cloud."

Essentially, the Jamboard is a whiteboard that can be accessed anywhere in the world, at any time. The "home" board can be used in conjunction with the corresponding smartphone or tablet app. What really sets the Jamboard apart, however, is that nothing ever needs to be erased. You don't have to worry about losing a key point or idea. Everything you or your team writes on the board is stored in the cloud.



Though the Jamboard draws many comparisons to the conventional whiteboard, it's an entirely different beast. The board itself has a 55-inch, 4K touch-screen display. Plus, it features a built-in HD camera, speakers, and Wi-Fi connectivity. And, with handwriting-to-text software incorporated right in the "whiteboard," you never have to worry about illegible scribbles again.

Interacting with the Jamboard is just as easy as using a real whiteboard. Styluses stand in for the dry-erase markers, a digital eraser stands in for the real eraser, and, if you're so inclined, the device also recognizes finger input, making it that much more intuitive to use.

Google says the final cost of the Jamboard will come in at under \$6,000 as it rolls out. But until it's finally released (which should be soon), you can learn more at [gsuite.google.com/jamboard](http://gsuite.google.com/jamboard).

## Real Estate Insights



- Investors spent less than half as much money buying and selling hotel properties in the first half of 2016 as they did in 2015.
- Homebuilder sentiment spiked 7 points in December 2016.
- New Jersey real estate developer Capodagli Property Company/Meridia has partnered with Uber to help reduce people's dependence on owning a car. New lease signers at Meridia properties will get a \$100 Uber credit.
- Saxum Real Estate Partners has launched a fund to deploy \$75 million to acquire properties in transit-oriented downtowns, starting with an acquisition in downtown Red Bank, New Jersey.



1. In winter or when it's cold outside, reverse your ceiling fans to help circulate warm air that gathers near the ceiling. When the fan blades rotate clockwise, they push the warm air down to "reheat" the lower areas.
2. Insulate ductwork that runs under your house or through unheated areas with blanket insulation.
3. Check the furnace pilot light in your home to see if it is lit. Turn on the furnace and blower to ensure the furnace ignites and completes a full cycle, from warming up to blowing heat and shutting off the blower again.
4. Replace old thermostats with newer, programmable models that allow you to set a lower temperature while you are away or asleep and raise the temperature only when you need it.