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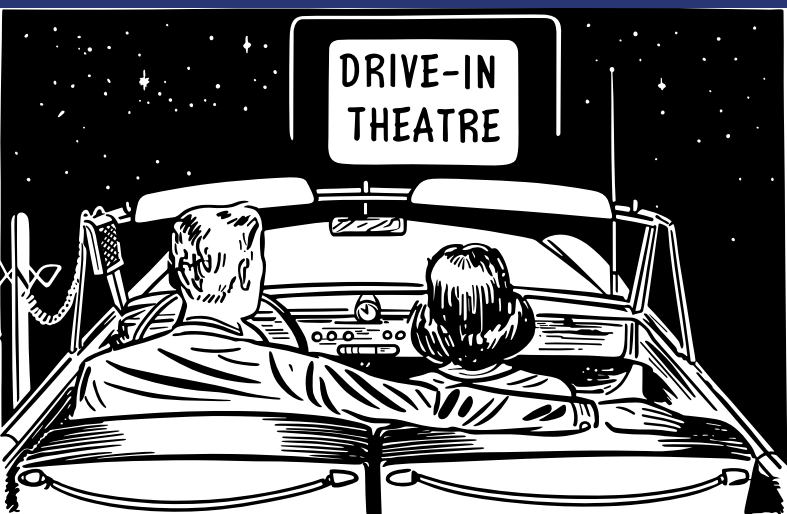
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## The Drive-In is Not Dead

### Experiencing America's Classic Cinema Tradition

Nothing beats the experience of seeing a movie outdoors. A popular American pastime, drive-ins of the 1950s and '60s were packed with families and couples out for a night of entertainment in cars and under stars. Films these days are an all-encompassing experience that we enjoy in the darkness of malls and megaplexes across the country, but the drive-in is not dead. Here are a few of the country's coolest drive-ins that are keeping cinema retro, even in the digital age.



#### Ford Drive-In Dearborn, Michigan

This drive-in is the largest of its kind in the world. Ford Drive-In was built in the 1950s and gives moviegoers two films for the price of one. Ford Drive-In now provides heaters for cars, so don't worry about the chill you might notice on a breezy evening.

#### Becky's Drive-In Walnutport, Pennsylvania

At Becky's, you can catch a film and get a taste of local history as well. Becky's is named after cine-photographer William D. Beck (aka "Becky") who built the drive-in back in 1946. Becky built the theater to share his passion for movies with his friends and family. Today, Becky's boasts two screens, double features, and activities for kids.

#### Silver Moon Drive-in Lakeland, Florida

Silver Moon Drive-In opened in 1948 and was the first in Lakeland. This establishment has been through a lot, including a hurricane that damaged the screen in 1950. The original neon marquee remains, however, as a symbol of the drive-in tradition, and the snack bar proudly displays black-and-white photos of the rich drive-in history. Hungry audiences love Silver Moon. This theater drive-in sells delicious homemade pizza and even serves beer.

P | 201.222.2979  
F | 201.222.2978  
www.geralducas.com



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May 2016

POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE



My niece is graduating from high school this month. Wow, how time flies! I think back to

her innocent smile as an infant,

her dance recitals, her first bike, and I'm reminded I once told her that someday she'd be all grown up. Well, that someday has arrived.

While none of us can control the aging process, many of us let the "someday" belief system run the parts of our lives that we do control.

*Someday I'm going to take the trip I've been dreaming about.*

*Someday I'm going to write that book I'm been talking about.*

*Someday I'm going to build the real estate business I've been thinking about.*

As Henry Ford pointed out, "You can't build a reputation on what you are going to do." For many of us, someday is an elusive target that we just can't seem to reach. So what's stopping us from living the lives we want to live?

One barrier that stands in our way is our current set of habits and routines. At this moment, our lives are precisely designed to achieve the exact results we're currently getting. So if you're not achieving the results you want, it means your life design must change.

## SOMEDAY Has Arrived

*"Yesterday is gone. Tomorrow has not yet come. We have only today. Let us begin." – Mother Teresa*

Most adults make thousands of decisions every day. The harsh reality is that we "choose" to defer our dreams when we procrastinate and put things off. The good news is that you can choose to break this cycle at any moment of any day. As Emerson revealed years ago, "The only person you are destined to become is the person you decide to be." So make someday today. It's never too late to change your life. The choice is yours.

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 [tinyurl.com/glcoachingapplication](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





# SAVE TIME, *Be More Successful*

## SPEED-READ WITH SPRITZ

**S**urely reading faster could save you time throughout the day/week/month/year, and according to results from a 2012 Staples speed-reading test, the average high-level executive can read some 575 words per minute (wpm). And considering business mogul Warren Buffett attributes smarts and success to sitting in his office and reading all day, in theory, consuming more books in less time than the average person could make you more successful.

### What does it take to boost your natural reading speed?

Short of teaching yourself to speed-read on your own with no assistance, turn instead to technology. Speed-reading to save time and be more successful can be achieved through the science of **Spritz**, an app that teaches average users how to read and comprehend at a faster rate.

According to Spritz designers, reading and comprehending words depends on how



efficiently the eye can find a single word's "Optimal Recognition Point" (ORP), or the letter that helps the brain process that word. To help your brain find the ORP, words run across your screen at a set pace, but only one at a time. Each word's ORP is highlighted and positioned for optimal comprehension.

Spritz improves a user's ability to read, because it reduces the number of times the eye must float from word to word. This keeps

a reader's focus on comprehension of each word presented. One of the best parts about Spritz is its use across occupational platforms. Teachers can introduce it to students, whereas marketers can learn the science of ORP to engage consumers in written content.

But for average readers, Spritz can teach users how to read more, faster. In turn, they can devour more information, in less time, to be more successful overall.

### ASK GERALD a Real Estate Question

**Q:** Gerald, I saw a bank-owned property that I want to try to buy. How much earnest money do I need to pay to buy a bank property?

~Rich, Hazlet, NJ

**A:** That's a great question, Rich. Bank-owned property transactions, also known as REOs (which stands for real estate owned), are often more intimidating for the uninitiated than typical real estate purchases. There is no all-encompassing rule etched in stone when it comes to earnest money on REOs, or any real estate transaction for that matter.

Let's first identify the purpose of an earnest money deposit, which is to show a seller that a buyer is serious about purchasing a property. When the transaction is finalized, the earnest money deposit funds are applied toward the buyer's purchase. If the deal falls through, the buyer may not be able to reclaim the deposit if the earnest money deposit was non-refundable, which is a potential cause of concern for investors like you and me.

A bank, or any seller in a real estate transaction, can try to bully you into doing almost anything, but remember that the buyer always decides the final price and terms — even in a so-called seller's market — because the buyer is the one with the money, and most things in this world are negotiable! So, the key is to only make decisions with your money that you're comfortable with — otherwise you may unwittingly put yourself behind the eight ball before the real negotiations have even begun.

Banks may try to intimidate you into making a non-refundable deposit or an exorbitantly high deposit, but ultimately the choice is yours. Never, EVER cede control of your money to anyone else. You can always walk away and buy another property at a better price with better terms. Your money belongs to you, regardless of what the bank may try to demand from you.

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



## Inspired to Travel

### A JOURNEY OF SELF-REDISCOVERY

*There are places on this earth rarely seen by human eyes.* Beautiful places defined by their grandeur, their spectacle, and their subtlety. In these days of Google Earth, when you can virtually visit any place in the world with the swipe of a finger, it's easy to miss out on the finer details of what makes each place unique.

We become wrapped up in our work, in the day to day, and in the immediate world around us. More importantly, however, we tend to forget about ourselves as we live seemingly trapped within a snow globe of our own creation. When that happens, we should recognize we have lost something. It becomes time to reclaim a sense of self. We need to escape from what we know and what is certain and to get the most out of the life we worked so hard to achieve. But will we?

When was the last time you traveled and took time for just yourself, without worry or obligation? We often look for excuses to stay within our bubble when we need that escape, whether it's a simple vacation or a journey of self-rediscovery. For some, it comes down to not knowing where to go. For others, it's a lack of inspiration. How do you overcome this hurdle? It's as simple as opening the door and stepping out.

Think about the places you have been, the things you have seen, and the foods you have tasted. Is it enough? If you stood at the center of Salar de Uyuni, the world's largest salt flat in Bolivia — a place so flat, when moisture accumulates on its surface it takes on the appearance of a sea-sized mirror — and in that moment, you look down to see yourself against the sky... imagine.

## Real Estate Insights

- Demand for rental apartments remains strong in New Jersey, with statewide occupancy rates being amongst the highest in the U.S.
- Over a third of Manhattan new development condos sold in 2015 were later listed for rent.
- Single-family building permits declined, but multi-family building permits increased in 2015 in New Jersey.
- One million borrowers regained home equity in 2015.



1. Prepare a detailed plan of attack long before you begin renovating a property.
2. Whenever possible, avoid buying property at auctions. There will usually be at least one person at the auction who is dumb enough to pay too much for a property — compete with that idiot at your own peril!
3. Before you buy property, incorporate a margin of safety when you do your financial projections — a buffer for unforeseen circumstances outside of your control that may cost more money than you anticipated.
4. Never fall in love with a property. Adhere to my second Real Estate Commandment: Thou Shalt Use Logic and Never Let Emotions Affect Real Estate Decisions.