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.REAL ESTATE INSIDER.
 POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

November 2015

HAPPY THANKSGIVING

“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.” ~E.P. Powell”



Think back to the last time you introduced yourself to a new person. During the course of that conversation, you probably answered three simple questions: “What’s your name?”, “What do you do?”, and “Where are you from?”

These standard “get to know you” questions are a half-hearted attempt to find common ground between two new acquaintances. But it’s the resulting awkward small talk that causes most of us to avoid meeting new people.

Fortunately, there are a few ways to get around it.

“WHAT’S YOUR NAME?”

Make yourself more memorable by repeating your name throughout the conversation. Address yourself by name while you’re talking, or tell the story of how your name came to be yours. These subtle cues will help move your name from their short-term memory to the long-term portion of their brain.

“WHAT DO YOU DO?”

Most of the time, the people who ask this question are looking for a simple answer. Unfortunately, those answers aren’t very memorable, and they don’t provide a gateway to further conversation. Try answering this question with another question that relates to their life.

“WHERE ARE YOU FROM?”

Find a way to describe “where you come from” as a unique and interesting place. Rather than saying, “I’m from Minnesota,” you might say, “I’m from a small town in Minnesota — population 1,000 — home of the world’s largest otter statue.” This invites others to discuss the quirks or eccentricities of their own hometowns, causing communication to flourish.

Try these tips the next time you’re introduced to someone new, and you’ll soon be known as the king of great first impressions.

I want to wish you and my entire Real Estate Insider Family a warm message of thanksgiving. I cannot tell you enough how much I appreciate YOU. A single expression of gratitude is never really sufficient, so Thank You, Thank You, Thank You ... that’s Thank You to the power of three for all you math aficionados! In our fast-paced world, it’s easy to take things for granted, but I have so many things to be thankful and grateful for ... including a happy, healthy and loving family, supportive friends, amazing coaching students, consulting clients, and business partners.

I’m grateful for the lifestyle that real estate has afforded me over the last 15 years I’ve been actively investing. I’m thankful for the two most important decisions I’ve made in my professional life: 1) using a credit card cash advance to help buy my first property, and 2) becoming a full-time real estate investor in 2002.

Neither one of these decisions was easy, but they were both necessary. I knew I wanted more out of life, but it took me time to get over my worry and fear. I knew I wanted to get to the top of the mountain, but until I realized that I had to actually climb the mountain, my circumstances didn’t change. The interesting thing is that once I made a commitment and started taking action, my fears and worries began to dissolve. The Chinese philosopher Lao Tzu said that a journey of a thousand miles begins with a single step.

Studies have consistently shown that people like you, who take the time to invest in their education, earn more money and achieve a more lasting success over time. In

this season of thanksgiving, be thankful for what you have and express that gratitude by making effective use of the people and resources around you to get to that next level of achievement. Here’s some great news for you ... After coaching and mentoring hundreds of people over the years, I’ve realized that YOU have already achieved something in your life that is more difficult and challenging than what is required to become a successful real estate investor, so you’ve already proven that you have the commitment and determination to accomplish what you focus your mind and energy on! The bad news is that now you don’t have any excuses. Good luck. 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
 Real Estate Expert & Best-Selling Author

THE POWER OF THE PRESS RELEASE

MAKE THE NEWS COME TO YOU

When your company reaches a prestigious milestone, raises a substantial amount of money for a local charity, or is recognized by experts in your industry, the good news isn't something you want to keep to yourself. With a press release, you can alert media outlets (popular blogs, local newspapers, and news agencies) of your story in a way that's both clean and professional. Luckily, you don't have to be a journalist or even a public relations guru to draft an effective press release. You just have to keep a few things in mind.

SHORT, SWEET, AND TO THE POINT:

Your task is not to write your life story or even the story of your business, but to simply state your news. Typically, press releases should employ the use of short paragraphs and sentences that answer any journalist's most basic questions: who, what, where, when, and why? When a reporter needs to know more, they'll contact you. Finally, your press release should have an attention-grabbing headline, one that will

ensure your press release is read, and hopefully, pursued.

KNOW WHO IS ON THE OTHER

END: Not only should you want to get the attention of a newsroom, but above all, your story must appeal to the news agency's audience. What does their audience care about, and how can your story benefit them? Answering these questions will also help you narrow down which agencies will receive your press release.

BE PERSISTENT: Newsrooms receive dozens of press releases a day, and each wants the same thing: to be featured prominently. With so many press releases vying for the attention of a few, not all press releases see print. The success of a press release is in the follow-up. In the weeks following your announcement, follow up with the news agency to boost newsroom awareness of your company.



A well-written and broadcasted feature, profile, or human interest piece can bring valuable PR to your business. Not only can it raise awareness of your company, but it can boost the value of your products and services — something every business should strive for.

ASK GERALD a Real Estate Question

Q. My husband and I are debating whether to buy a timeshare or vacation home. Which is a better investment?

Beth, Riverdale, NY



A. That's an interesting question, Beth. When we compare a vacation home to a timeshare, the difference is essentially full-time versus part-time ownership.

A vacation home requires full-time ownership which includes maintenance and upkeep year-round, but gives you more flexibility than a timeshare to use whenever you want rather than just on a particular week when you may or may not be available.

Although a timeshare has limits on when you can use it, timeshares tend to be more affordable than buying a

vacation home and work best for you if you know exactly when you'll take a vacation each year. Timeshares do normally require you to pay annual management and maintenance fees, but if there's a maintenance or repair issue, you typically won't be responsible for getting the work done yourself.

The resale value of a timeshare is often lower than a comparable vacation home because the value of timeshares tends to depreciate over time more than vacation homes. Ultimately, when you sell anything, be it a timeshare or a vacation home, your ability to find a buyer and get top dollar will depend on demand at that time.

Ultimately, you can make a powerful argument for either buying a timeshare or a vacation home depending on your specific set of circumstances, needs, and preferences. Thanks for your question, Beth, and good luck. For more real estate tips and information, visit my blog at geraldlucas.com.

Be the Best Salesman DON'T SELL THINGS, SELL EXPERIENCES

Find out what your customers really want and why they want it.

Understand that people don't buy "things" as much as they buy what that thing will do for them or how it will make them feel. They usually aren't looking for the actual product as much as the experience they can have with the product! People don't buy cars, they buy the reliability of getting to work or the comfort and ease that it provides. People don't buy new clothes, but rather purchase the confidence that a new outfit provides. People don't buy new equipment for their phone systems, they buy a better customer experience. They buy ease of use for everyone involved. They buy better business outcomes due to the new system! This tip is incredibly easy to use. Allow your customer to lead early on when they are explaining what they want. "Well I want this..." Then, ask them to explain by inquiring, "Why do you want that?"

The most important part of sales is getting to know your customer and their taste, and uncovering their real motivation for buying.



Real Estate Insights

- FHA mortgage loan credit requirements tend to be more relaxed than the credit requirements for conventional loans.
- You may still qualify for a mortgage loan even if you have a lower credit score if you pay a big down payment and don't have much other personal debt in your name.
- The nation's biggest banks are loosening their underwriting criteria for big mortgages, as lenders ramp up competition to grab a bigger share of the high-end housing market.
- For the seventh consecutive month, the gap has widened between what home owners say their home is worth compared to what appraisers say, according to Quicken Loans' Home Price Perception Index. Home owner estimates now stand at 2.65 percent higher than appraiser opinions, the largest gap in more than a year, according to the index.



1. The best way to avoid paying too much for a property is to never offer too much.
2. Investigate and correct mistakes on your credit report before you apply for a mortgage.
3. Do a thorough local rental demand analysis before you sign a contract to buy a rental property.
4. Find out how many jobs a real estate contractor is working on before you hire him. If he has too many jobs running concurrently, the job you hire him to do is unlikely to be completed on time.