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# *The Next Generation of Battery Technology* Will Graphene Change the World?

How would you like to charge your smartphone, tablet, or laptop in a matter of minutes? Thanks to new advances in graphene technology, this reality is right around the corner. Instead of waiting a couple of hours or longer, all you'll need is 15 minutes. Charge your phone during breakfast, then when you're ready to head out the door, so is your device.

Leading the charge behind this graphene breakthrough is Chinese tech company Dongxu Optoelectronics. They recently revealed an experimental graphene battery, the first of its kind. Graphene is a form of carbon. On the atomic scale, it looks like a honeycomb lattice. It's 100 times stronger than steel, highly flexible, and extremely efficient at conducting electricity. Some have called it a miracle material.

Dongxu's battery has a 4,800 mAh capacity. For comparison, the iPhone 6 has a 1,810 mAh lithium-ion battery. In the average smartphone, a 4,800 mAh battery would net you several days of use between charges. Even better, the company said their battery could be discharged and recharged 3,500 times before the user noticed a drop in battery life. This is several times more than current lithium-ion batteries, which last 300–500 charge cycles before declining in battery life.

This breakthrough may also pave the way for more flexible devices. Graphene batteries can bend and twist without being damaged. Pair this with advances in flexible screen technology, and who knows what is possible? While graphene batteries are still a few years off, the potential for the new technology is huge.



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## .REAL ESTATE INSIDER.

NOVEMBER 2016

POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

# Voting Is the Beating Heart of Democracy



*'Elections belong to the people. It's their decision. If they decide to turn their back on the fire and burn their behinds, then they will just have to sit on their blisters.'*

— Abraham Lincoln

*'This is your world. Shape it, or someone else will.'*

— Gary Lew

**T**uesday, November 8, is Election Day — not a day too soon for many of you! It's easy to get jaded and pessimistic about our elections. I often hear people of all political stripes gripe about how corrupt politicians are, how bad their choices are, and how their vote doesn't matter. There is some truth to those critiques. Although circumstances could always be better, remember that they also have the potential to be a whole lot worse. Democracy can be slow and frustrating, but if you study history, you'll find that the alternative to democracy is normally worse.

It is OK to complain though — you can voice your complaint in the voting booth. Politics are much simpler than many people think. Convince enough other people of the merits of your position, and you can make a change. It's easier said than done, but certainly not complicated. People who look like me used to have to guess the number of jelly beans in a jar or bubbles on a bar of soap to register to vote. Luckily, many very brave people risked their lives to remove those barriers.

Regardless of who or what you support, remember that, as George Jean Nathan said, "Bad officials are elected by good citizens who don't vote." If you don't vote, you lose the right to complain. Voting boils down to simple math. If you don't vote, you magnify the vote of everyone else who does. Elections are decided by the people who show up, so vote like your right to vote depended on it. You never know; it might.

## Testimonial

*'As a relatively new investor, I had some concerns about buying my first big multi-unit property. Gerald Lucas' knowledge and patience helped me through the process. I'd recommend him to anyone who is interested in getting into real estate.'*

— Ethan Borshansky | Ridgewood, NJ

## 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



# How to Network Like a Pro

## *Tips for Efficient and Effective Networking*

**D**o you want to get the most out of your networking efforts? With a few time-management principles in mind, you can improve your efficiency and effectiveness at the networking game.

Your first step is to make sure that you're actually *connecting* with people at events. Talking about the weather may break the ice, but you won't get anywhere if you don't treat each potential connection as a relationship to build. Devoting more time to each person individually is better than spreading yourself so thin that you don't establish a real rapport with anyone.

When you enter into conversations with new faces, the impulse may be to talk all about yourself and ask them what they can do to help you. But unless they're practically begging you for your business card, it's

a waste to make it all about you. Start by offering *them* something, whether that's a referral, a resource, or even tickets to the sold-out basketball game next weekend. Doing for others is a much more effective way to get a relationship started.

When it comes to the bigger picture, you can maximize your time by being choosy about the events you attend. It can be great to meet all kinds of new people, but being strategic about who you're trying to meet and what goals you want to achieve will make the process much smarter.

For example, if you need to get in front of New York editors for a potential book, you should proactively find conferences, speaking engagements, or events where they are in attendance. That doesn't mean the other events are worthless, but it allows

you to prioritize. If you know what you want to accomplish, you don't have to spin your wheels going to places that will never put you near the right people.

That last element of goal setting is probably the most crucial to managing your networking time optimally. When you go to an event, set a measurable goal to achieve before you walk out the door at the end, like "collecting five new business cards." Otherwise, it's far too easy to hang back and passively wait for something to happen — which isn't the best use of your time. By connecting with people, setting goals, and being strategic, you won't have to wait long to start seeing better results from your networking efforts!

### ASK GERALD *a Real Estate Question*

**Q:** *I'm going to the sheriff sale auction to see if I can buy an investment property on the cheap. Any tips you can give me? (Trick Banks Use To Make You Overpay For Property)*

— Calvin, Montclair, New Jersey

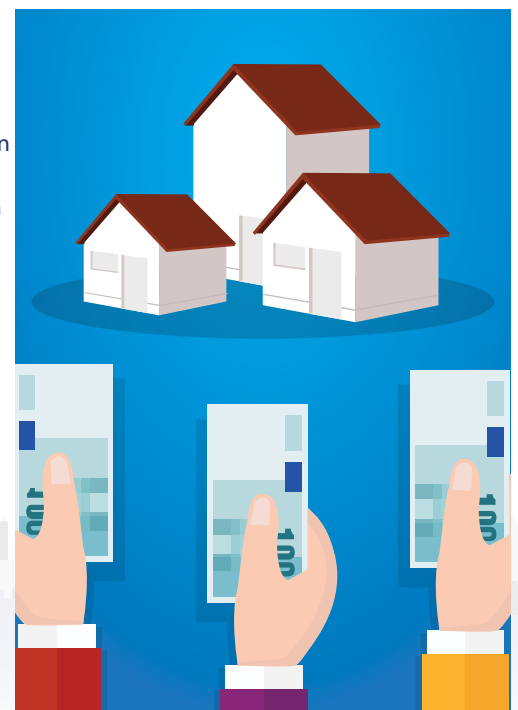
**A:** Good question, Calvin. You have to be very careful at auctions because there's usually at least one person at an auction dumb enough to pay too much. You never want to compete with idiots — better to let them win.

Auctions use the law of supply and demand to work in the bank's favor at the sheriff sale. Their objective is to create an auction effect. An auction effect occurs when buyers get into a "gotta have it" mindset that can pressure them into paying more than they should. People at the auction get really worked up and excited because, of course, they want to win!

Unfortunately, you don't necessarily win by buying the property. You win by buying the property cheap enough so that you have equity built in from the start. If you are going to go to an auction, do your due diligence on properties you want to bid on and come up with a price ceiling for each one before you go to the auction. This will protect you from getting too excited and paying too much.

Thanks for your question, Calvin! Good luck.

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





# Feast of Facts

## 4 Things You Didn't Know About Thanksgiving

Thanksgiving is celebrated from sea to shining sea. For all the love and hard work surrounding this holiday, there are still some surprising facts about it that most people don't know. Before you sit down to your Thanksgiving feast this year, check out these flavorful fun facts.

### What's on the Menu?

If you were to go back in time to the first Thanksgiving dinner with the Pilgrims and Wampanoag people in 1621, you might be surprised at the menu. For starters, you wouldn't find any casseroles, pies, or mashed potatoes on the table. Historians aren't certain about what was served at that first Thanksgiving, but we do know there were various types of fowl — likely including turkey — corn, deer, and fish.

### A Tasty Crime

In 1623, the Pilgrims celebrated their second Thanksgiving to mark the end of a long drought. Pumpkin pie was served at that feast and has been considered a Thanksgiving staple ever since. This tradition became threatened when Oliver Cromwell, Lord Protector of the Commonwealth of England, Scotland, and Ireland, banned pumpkin pie in 1644, viewing it as a "pagan pleasure." This decree extended to the colonies, but the Americans

did not throw in the rolling pin — they simply ate their favorite pie in secret until the ban was lifted in 1660.


### Shop Till You Drop

Attempting to stimulate the economy during the Great Depression, President Franklin D. Roosevelt tried to extend the shopping season a week by moving Thanksgiving from the last Thursday in November to the second-to-last Thursday. Most of the states refused to comply, and finally Congress stepped in and named the fourth Thursday in November the official day for Thanksgiving — a day that can be the last or second-to-last Thursday, depending on the year.

### Fruity First Aid

No modern Thanksgiving dinner would be complete without cranberry sauce, but that particular dish didn't come from the Native Americans. In fact, they used the berries and their bright juice to dye clothing. Cranberries were also used for medicinal purposes. The berries are a natural disinfectant and were used by some tribes on the East Coast to keep wounds from becoming infected.

## Real Estate Insights

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- 50 years ago, about one-fifth of the cost of a new building went to systems such as heating, cooling, and lighting. Now, those systems are responsible for about 60–75 percent of construction costs.
  - Real estate companies are no longer lumped into a category with banks and insurance companies. Property now has its own global industry classification.
  - Brooklyn's rental market is becoming saturated, pushing landlords to offer breaks on rent, including one and two months free in some cases.
  - The most important economic indicator for housing and real estate is job creation.



1. As a rule, it's smart to get three estimates for any service or construction work done on your home or property.
2. Make it clear to your home inspector that you'd never hire him to do repair work on your property. Otherwise, he may try to inflate or invent problems with your property in his inspection report and then try to get you to hire him to do the repair work.
3. In a real estate transaction, don't accept any piece of important data that is provided to you until you've gotten third party confirmation of it — e.g., lease-verified rental income numbers.
4. Before you make offers to buy property, look at as many similar properties in that area as possible, so you'll have a solid frame of reference to make a reasonable bid.