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OCTOBER 2016
POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE

The Power of Your Smile



'Sometimes your joy is the source of your smile, but sometimes your smile can be the source of your joy.'

– Thich Nhat Hanh

Testimonial

"Gerald Lucas helped me get started with private investors. I was able to acquire a property with a \$100,000 profit with none of my own money into it after working with Gerald. Now I do these kinds of deals every day with private investors. Gerald is a mentor who knows what he's doing and really cares."

– Andre Andrutchuk | Morristown, NJ

October 7 is World Smile Day, a holiday established by Harvey Ball, an artist who created the smiley face in 1963.

The act of smiling activates neural messaging that benefits both our health and our overall happiness.

Smiling is literally contagious — when you smile at someone, they can't help but smile back because the part of your brain that is responsible for your facial expression resides in the cingulate cortex, an unconscious automatic response area.

Smiling makes us appear more attractive to others. Researchers at the Face Research Laboratory found that both male and female subjects were more attracted to images of people who smiled than those who did not.

Smiling also lifts our mood, and current research suggests that smiling makes us healthier and may even lengthen our lifetimes. Smiling releases neuropeptides that fight stress. When we smile, dopamine and endorphins — the body's feel-good neurotransmitters — are released, which in turn relaxes our body and can lower our blood pressure and heart rate. These endorphins relieve pain naturally and the serotonin released when you smile can act as an antidepressant. Take that, big pharma!

So, as the late, great, Zig Ziglar said, "Be helpful. When you see a person without a smile, give them 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 <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



The Next Generation of the Personal Assistant Introducing Zenbo



For years, tech companies around the world have tried to create robotic personal assistants and have been met with limited degrees of success. For many consumers, robot assistants have yet to prove their value. They are either too expensive or fall short of being practical in the home. Asus, a company best known for their laptops and smartphones, wants to change that.

Earlier this year, the Taiwanese electronics company introduced Zenbo, a personal assistant that stands about 2 feet high and can roll around. It features an expressive face, created by the smartphone-like display that angles upward from its spherical body. Its design resembles BB-8, the rolling droid from "Star Wars: The Force Awakens."

What can Zenbo do? It can operate via voice command. Ask it a question, and it will answer. Ask it to do something, and if that function can be performed over Wi-Fi, it will do it. If your home's lights are connected to

a wireless network, Zenbo can control them through your commands. The robot can even control smart appliances and TVs. Its face display can change from expressive eyes to a video conference device. It can make a call or stream video content.

Who is Zenbo for? The robot shows promise as a general household assistant, but its true application may be with the elderly and children. Zenbo can act as an interactive monitor. During a press conference for the robot, Asus stated that Zenbo can send alerts to designated smartphones in the event of an emergency or if someone needs help. For kids, the robot can read stories, engage in kid-friendly videos, and play games.

Zenbo has yet to hit the market, so it's hard to know whether or not Asus has a winner on its hands, but it's clear the \$599 personal assistant robot is packed with potential.

Your Office Is a Construction Zone

Put Down Your Phone

Could you and five friends build a house in a few short months? If you've watched a home go up, it seems like a tiny crew builds whole stories in just days. In contrast, sometimes it can take days to get a response to an email or to plan a meeting. How do those guys do it? Is it just hard work? Well, yes. Hard work — and a trick that anybody can master.

When a construction worker goes to work, their smartphone stays in the cab of their work truck. They know that they can't build a house if they're always on their phone. In fact, their boss will probably yell at them if they get caught with it.

What about you? When you're doing your daily work, where does your phone sit? Odds are it's probably not hidden away in the cab of your truck, or even in your desk. For most of us, our phones are considered important tools

of the trade; just as vital as the construction worker's hammer or measuring tape. We use our phones to manage schedules, answer emails, and get directions to a lunch meeting at a new restaurant. Most executives can't imagine life without their smartphones, and their employees tend to agree.

But deep down, we all know that's not the full picture of smartphone use at work. According to a study by Pew Research Center, the average American phone user sends or receives 41.5 texts a day. That makes getting in the zone on a project nearly impossible. Just like the construction worker can't raise a wall with one hand and send a text with the other, you can't focus on your projects if you're stopping to answer texts all the time.

When you're working, set your texts to silent. Put your phone in the desk drawer. Use your computer to check email or calendars.

Otherwise don't check your phone unless you're on break or someone calls. You may not be cutting out a window in a new home, but that project or metric deserves just as much attention.

You'll understand how those homebuilders get a lot done in little time. This trick to time management isn't much of a trick at all: If you want to get work done, spend more time working and less time on your smartphone.



ASK GERALD a Real Estate Question

Q: My wife and I found a really good deal on a condo 25 percent cheaper than what the last buyer paid for it. What do you think? ("Hidden Danger of Condos")

— Kenny, West Orange, NJ

A: Well, on the surface, a 25 percent discount definitely looks like a bargain. However, the market value of the condo may have been very different when the last buyer purchased it, and residential property values are typically only valid for about six months. Another thing to consider is that there are hidden dangers in condominiums that you should be aware of. As a former condominium developer myself, I know this from experience.

One big danger with condominiums that many people aren't aware of is an underfunded association. Condominiums are normally run by a condominium association that's entrusted to make repairs, pay common expenses, and maintain the condominium's common areas. Many condominium associations don't have enough money to fulfill their duty because of owners who are behind on their monthly condo fees, or maybe because the monthly dues the association charges are too low to cover expenses like insurance, common utilities, landscaping, or snow removal. Sometimes, there is pressure from owners



to keep monthly condo fees low, and sometimes developers keep monthly condo fees low when they sell condos to entice buyers.

I'm not saying this condo you found isn't a good deal, Kenny — my point is that I think you may want to consider doing more due diligence and research before you make up your mind, because you should always do your homework BEFORE you buy. Thanks for your question, Kenny. Good luck.

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



When a House Is More Than a House

Multipurpose Homes

A house becomes much more than a house when its design is so unusually genius that it serves multiple, and often unexpected, purposes. We've rounded up three multipurpose architectural anomalies for your reading pleasure.

Home as Art and Art as Home

Our first home is located in Rio de Janeiro. Built by two artists and brothers, the home is literally located on the side of a wall. Beds, tables, chairs, even an unusual orange couch and a potted plant hang suspended above the streets. Set against the backdrop of a painted red and yellow stone wall, the brightly colored furniture makes for an unexpected piece of art that captures what the French would call the "joie de vivre," or "joy of life."

Skate on Home

Our next home hasn't yet skateboarded into the real world, but if everything goes according to plan, it's sure to keep its residents fit. The idea comes from professional skater Pierre Andre Senizergues, who

worked with designers and architects to create a home that is essentially a skate park. In place of the typical square structure, you'll find curved pipe-like walls with a couch that doubles as a grinding rail. Senizergues's home is a skateboarder's paradise.

Home Sweet Houseboat

Did you know that Seattle has its very own Floating Homes Association? Neither did we. But apparently they need one, as the city has taken houseboats to the extreme. These homes literally serves two purposes, as both a house and a boat. Artistically, the houseboat has more walls than windows, which results in an organic feel, as though the home belongs on the water. The decor echoes the boat's aquatic surroundings. Where you'd expect to find a microwave over the stove, you'll find instead a fish tank. And where you'd expect to find a screen door, you find an opening that lets in the crisp ocean air.

Real Estate Insights

- Lenders remain resistant to making loans to many potential first-time homebuyers, especially younger people who may not have built a credit history or gathered enough money for a large down payment.
- Women are the primary borrowers on a third of millennial mortgages.
- Although The National Association of Home Builders recently said builder confidence is growing, not all builders agree, due in part to the fact that good lots in many places are hard to find, and current banking practices make them too restrictive for builders.
- Eight-hundred and forty thousand home-equity lines of credit — HELOCs — are resetting this year, with their principal now being due monthly in addition to just interest.



1. Make sure any contract you sign to buy a house has an inspection contingency that provides you with more than enough time to get a thorough property inspection.
2. Keep detailed records of each expense related to your property so you will be able to take advantage of every single tax deduction you are legally entitled to use.
3. Be careful when you make offers to purchase bank-owned property, also known as REOs, because there is no previous owner compelled to disclose problems like a leaky roof or oil tank. You must do your own homework, which includes a property inspection. The bank will only give you clear title to the property.
4. You can legally invest in real estate with your IRA and 401(K) and pay little to no taxes, provided your IRA or retirement plan uses an approved custodian. The widespread misconception that permissible IRA investments are limited to stocks, bonds, mutual funds, and CDs is the result of people and companies who are in the business of selling these products.