



35 Journal Square, Suite 426  
Jersey City, NJ 07306

## INSIDE THIS ISSUE

Get Better, Find Your Focus  
PAGE 1

5 Ways to Retire Early  
PAGE 2

Ask Gerald a Real Estate  
Question  
PAGE 2

Tactics for Taking Action  
PAGE 3

Real Estate Insights  
PAGE 3

Real Estate Tips  
PAGE 3

The Changing of Seasons  
PAGE 4

P | 201.222.2979  
F | 201.222.2978  
www.geralducas.com



CONNECT WITH US»

PRST STD  
US POSTAGE  
PAID  
BOISE, ID  
PERMIT 411

AS SEEN IN »

FASTCOMPANY



www.geralducas.com  
201.222.2979

# .REAL ESTATE INSIDER.

September 2015

POWERFUL REAL ESTATE TIPS & STRATEGIES YOU CAN USE



**BACK TO  
WORK/SCHOOL:  
GET BETTER,  
FIND YOUR FOCUS**

“School is never out for the pro. ~Cavett Robert”

## HOW THE BODY CELEBRATES THE CHANGE OF SEASONS

Believe it or not, the human body undergoes some odd changes as the seasons transition from summer to autumn. Sure, we see and feel changes in our environments (leaves turn to shades of red and yellow, temperatures drop, we trade T-shirts for jackets, etc.), but the body and brain react internally just as our environments do outwardly.

**EVERYBODY TALKS:** The nights will get longer, and surprisingly, so will your phone calls. A study of 1.3 million cell phone users in Portugal by researchers at the University of Newcastle found people spent more time talking on the phone in colder, wetter environments. If you find your contact list shrinks in the fall to close friends and family, don't worry, that's totally normal.

**THE SEASON OF LOVE:** Autumn, not summer or spring, is the optimal time of year for people to fall in love. While the temperatures chill out, our bodies counteract the potential for cabin fever by releasing

extra boosts of dopamine, the brain's natural “happy hormone.” The release of this



chemical is what gives us romantic thoughts, butterflies in our tummies, and, of course, the desire to snuggle up close.

**HYDRATION IS KEY:** Despite the sweltering summer heat, in fall, we're more likely to get dehydrated. You may not want to grab a water bottle over a soothing mug of hot chocolate, coffee, or tea on a 40-below day, but you should keep H<sub>2</sub>O in mind. If you're not properly hydrated this season, you'll be prone to ailments like dry, cracked lips, which is not good for the previous fun fact.

**JOG YOUR MEMORY:** Research published in the “Journal of Experimental Psychology” found that the mind is sharper and on higher alert in the colder seasons. Turns out, your memory recall skills are stronger on cloudy days than on sunny ones.

Just because you have to retreat indoors for a few months doesn't mean great things won't happen. So don't fret, your brain chemistry is just as excited about pulling out your autumn jacket as you are!

Summer is over. Time to find your focus, make a commitment, and set a deadline. Let's get better and get results now. If you want to live better, then you should be constantly working to make today better than last year, last month, or last week. You create personal fulfillment in your journey to get better and improve. When you grow, so does your real estate business.

You aren't a kid anymore, so I'm going to give it to you straight — real estate has its share of obstacles and challenges like all businesses. Real estate investing is like being in Florida — there are thunderstorms every day, but that's why we have umbrellas. Besides, if you hide indoors forever, you'll run out of food!

The work that is necessary for success in real estate investing is ongoing personal development. This is precisely what I've done consistently by working with mentors and coaches and by reading lots of books.

I still study and read voraciously. I currently have five books in the queue, patiently waiting for their turn. Those who refuse to study will get taken to school in the marketplace.

One surefire way to weather the storm is with help and support from others who've gone before you. Everyone needs support, and it's better to build support before you really need it.

If you haven't already, sign up for my real estate workshop on the last weekend of this month at geralducas.com. Good luck. Onward and upward!

**Join me at my three-day LIVE real estate workshop, Friday, Saturday, and Sunday, September 25-27, where you'll discover everything you need to know to quickly start making more real estate income. Get more info and pre-register at geralducas.com.**

Gerald Lucas



GERALD LUCAS  
Real Estate Expert & Best-Selling Author



# 5 WAYS TO RETIRE EARLY

As the years go by, you may find yourself pursuing new passions and considering early retirement so you can get out there and do what you love. But as you look to the horizon, you may also find that it does not yet make financial sense for you to jump into retirement. Here are five things you can do to change your retirement timeline:

## \*DOWNSIZE\*

Your home can be your biggest expense. As you enter retirement, a sizeable mortgage can eat into your budget, meaning you have less for travel, hobbies, and other things you want to do. When you downsize to a smaller home and get a mortgage to match (or no mortgage at all), you can retire sooner.

## \*RELOCATE\*

You may live in an area where expenses are high; when you relocate to a lower-cost area, your early retirement financial outlook will improve.

## \*USE HOME EQUITY\*

Downsizing and relocating will put you in a good financial position to retire early.



However, you can put yourself in an even better position financially by leveraging the money you receive after selling your current home and buying a smaller or less expensive home elsewhere.

## \*WORK PART TIME\*

If you're frugal and save, having an additional part-time income stream can put you closer to early retirement.

## \*RETIRE ABROAD\*

Since the U.S. has a higher standard of living, it tends to be more expensive than other countries. By moving abroad, your dollar can go further (a lot further, depending on the country). More retirees are living abroad and finding locales to match their ideal standard of living. It's a great way to save money to retire early, explore new cultures, try new foods, and meet new people.

## ASK GERALD a Real Estate Question

**Q:** Our local real estate market is really hot. We keep getting outbid for homes we want to buy. Do you have any advice on winning a home bidding war?

**Kate, Summit, New Jersey**

**A:** Hi, Kate, I'm sure it's frustrating to pick a house you like, only to lose it to someone else. As far as bidding wars go, the first and most important piece of advice I'll offer you is to set your financial boundaries before you start making offers to purchase. This will protect you from paying too much in the heat of the moment.

The second tip is to start strong and serious — you do not want to look like a tire-kicker in a home-bidding war.



Third, know when to walk away. Negotiations aren't always going to work in your favor. When you walk away, sometimes the other party will come back to you later on, and if and when they do, you'll have an even stronger negotiating position to work from.

You can always win a bidding war by paying too much. Unfortunately, when you pay too much, you may actually win the bidding battle but lose the personal finance war.

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

## Tactics for Taking Action

Leadership requires making a multitude of decisions each day. All these decisions demand some level of evaluating possible solutions and visualizing outcomes, but scratching your head over tougher situations can really suck up your valuable time and attention.

If you need to make a decision that benefits both your business and your customers, you have to use your brains and your intuition. Here are a few basic decision-making tactics that are all too often overlooked:

### 1. REFRESH

Creative thinkers seek inspiration from outside, and often have their best creative ideas while they aren't sitting directly in front of their computers or blank canvases. Decisions require the same relaxed perspective. It is more difficult to make a good decision when you are stressed or haven't given

yourself adequate breaks. Take a walk outside or grab a cup of tea to relax your mind before making the call.

### 2. ASK AN EXPERT

You should never be above making a phone call to consult with someone who has more knowledge or experience than you. Mentors are great influences, and they help leaders become better by sharing their expertise in their field. An expert opinion will give you more insight into the problem, whether you take their advice or not.

### 3. VALUE YOUR VALUES

Keeping a close eye on your values will allow you to weed out any decisions that don't meet your moral standards. Your value-based decision will reflect these standards and your customers will appreciate your honesty and respect your willingness to stick to your guns.



## Real Estate Insights



1. Square housing lots are generally more desirable than oddly shaped lots.

2. Bidding wars and sales concessions can distort property values in a local real estate market.

3. Gross Rent Multiplier = Sales Price/Gross Monthly Rent.

4. New Jersey foreclosure filings spiked 24 percent in the first half of 2015, fueled largely by trouble in south Jersey housing markets, including Atlantic City as well as Cape May, Ocean, and Cumberland Counties.



1. Drive an alternate route to and from work to look for abandoned properties that can be purchased and renovated. Piles of unread mail and newspapers on the front stoop are tell-tale signs.

2. If you find an abandoned property, check the local tax records or enlist a skip-tracing service to locate the owner.

3. When you buy a property, make sure that all the property owners sign the purchase contract.

4. If you allow the seller to stay in a property you are buying after the closing, make sure you have an airtight occupancy agreement that clearly spells out the dates of occupancy and the consequences of failure to abide by those dates.