



## INTRODUCTION

# REAL ESTATE SUCCESS—AN INSIDER'S GUIDE TO BELIEVING AND ACHIEVING

*"Doubt is good. Questioning yourself is key. Once you have faced your doubts and concerns head on, then it is time to move forward and take action."*

**T**his book is not about teaching you how to become the next billionaire investor. This book is about the underlying journey. Many people enter this arena with their heads filled with visions of grandeur. Because of what they have seen on TV, or what they've paid for a get-rich-quick seminar, they think instant wealth is inevitable. This is, in fact, the farthest thing from the truth. It's not about a quick path to some fast cash. For the true investor it is as much about the process and the formula needed to attain eventual success as it is the end result.

Some of the biggest names in real estate investing include Donald Bren, Andrew Beal, Wang Jianlin, Michael Otto, and Lee Shau Kee. They are billionaires because of what real estate did for them. Some of them were born into the business, but others began small; they began with a dream and a passion. From there, they worked hard, they persisted, and they were able to drown out those who laughed at what they were trying to do. They focused on accomplishing one step at a time to grow and build their businesses until the successes finally came pouring in for them. While not everyone is going to get super rich from real estate investing, the potential is there to do well and make some money at it.

I am an investor. This is not my full-time job, though in some ways it very nearly is. I have created a company that will help sustain my wife and me through our kids' college or university years and through retirement. This was my goal: to create a successful business so we don't have to worry about money in our later years. This may not be your goal; yours might be about buying a new home, taking more vacations, or investing in securities. Whatever your goal, you need a plan to get there. Real estate investment is definitely a good plan, but keep in mind that "plan" is the key word. Everything about this business entails planning and then being able to execute accordingly. If you fail to plan, you stand to face frustration, hiccups, and many bumps in the road.

My hope is that in reading this book, you come to see the critical nature of creating a plan for your investing career and following it through, no matter how hard it may seem at times. In my first book, *Down-to-Earth CANADIAN Real Estate Investing*, I shared my own stories and gave you glimpses into my own ups and downs as I went from being a one-house investor to a multi-house company. In this book, I want to emphasize the fact that if you dream it, it is possible. Additionally, I will share stories from others: my friends, team members, and those with whom I've worked over the years. Different perspectives can be useful when it comes to understanding the journey involved with real estate. No two people are going to approach it in the same way. This is why, interspersed throughout the book, you will read about the ups and downs of investing from my property manager. You will be offered advice from one of my trusted real estate agents, and you will see how friends of mine managed to carve out their very own niche in a world that can be competitive at times. Always keep in mind that it's not going to happen in a day, or a week, and probably not even a year. However, if you keep your head in the game and believe that you can be successful, it will happen.