

PREFACE

We all have goals. Whether they relate to our lives, our families, our work, or our passion, we have goals that we want to achieve and which keep us moving forward in our pursuit of them. Sometimes, however, a goal can get derailed. Maybe there are people who doubt your ability to achieve your objectives. Or, perhaps, there is a voice inside your own head that conveys hesitance and makes you doubt yourself and the goals which you've established. This book is not only about setting goals, particularly in the real estate investment world, but, more importantly, it is about believing in those goals with your heart and your mind.

This book isn't necessarily going to tell you how to succeed in real estate investing; what it is going to tell you, is that if you believe in your goal, you *can* make a go of it. I've invited friends—those who have tried and, for the most part, have been successful in their own investment endeavors—to share their stories, their tips, and their thoughts with readers about why their belief in themselves and in their dreams was key when it came to helping them realize their goals.

Part anecdote, part matter-of-fact investing guide, and part inspirational text, this book is meant for you to turn to when your own belief falters. Questioning yourself is natural. We often start out with big dreams, grand plans, and limitless aspirations. This is a good thing. But once you get right down to it, once you're in the trenches of real estate (or really of anything), you may start to wonder: did I make the right decision? What if I fail? What if this goes disastrously bad? This is when your belief may waver. We've all been there.

Now is the time I encourage you to read this book. Read the

stories of those who've questioned their investing goals and yet managed to hold onto their belief and their ability to see it through. Read about how they came out on top, and about how, when they came up against obstacles, they kept on going. I am not saying that if you believe you will get rich. Mine is not that kind of message. What I am saying and what I am urging here, is that if you truly want something, go after it. And when the doubts creep in, develop a plan to overcome them.

The concept of planning is central to this book. You need to believe and then you need to create plans. Everything in life has a practical aspect as well as an abstract, philosophical view. The real estate investment world is no exception. When I began, I started with passion. I started fueled by dreams and ambition and then I allowed myself to believe in what I could accomplish in the realm of real estate. That was the philosophical view. It can't stop there. Next, I had to take measured, concrete steps toward achieving my goal. I planned extensively. I went out and made connections with people who I knew could help. I actively started to study and research the Canadian real estate market. This was the practical protocol for the journey upon which I was about to embark. Both sides are necessary: having firm belief and tangible plans will help you to succeed.

What else can you expect from this book? I will relate my real estate journey back to the life lessons I've learned, in the hopes you will take away these important lessons as well. Dealing with managing money, coping with pressure from family, better handling your time, and much more, I explore what it means to not only invest in real estate, but to learn how to become a stronger and more confident version of yourself as you become immersed in property ownership. It's not about how many properties you can quickly acquire, but about how you handle yourself as a landlord, how you engage your team members, and how you reflect upon your goals and then adjust them accordingly.

The other crucial point I want to make about goals is that they

change. You achieve one and then you develop another. Maybe on the way toward your goal, something arises which compels you to tweak your original plan. Believing in your goals is certainly important, but understanding that they can change at times, and that they can grow, is even more important.

Finally, I hope that in reading this book, you are more confident in your goal and how to achieve it, and, most importantly, in your belief in yourself.

It is a tough world at times. I have been there and I understand this as well as anyone. But, because I believed, because I listened, because I persevered, and because I thought things through carefully, I have been successful. And I know that you can be too!