

## **It's Hard Dang Work**

Most Saturday mornings in Adairsville I meet regularly for breakfast with a small group of experienced real estate investors. We call ourselves the Brick and Bacon Club.

This past Saturday, Houston Long, Jeff Ward, and Ron Morris were at the breakfast meeting. We talked about why so many people fail at real estate investing. I'm not sure what the numbers are, but my guess is that only 10% of the people who get into real estate investing are still investing in real estate five years later.

What is really amazing is that of the people who stick with real estate investing, a huge percentage become financially independent millionaires.

If asked, most Americans would agree that the surest way to become a millionaire in America is to be a real estate investor and own rental property. It doesn't matter if the rental property is single-family homes, trailers and trailer parks, or commercial buildings, etc.

In addition, if Americans were asked if they are likely to become millionaires working forty hours a week for "the man," most would correctly say no. Yet most Americans *choose* to spend their entire life working forty hours a week for "the man," getting little thanks and doing a job that they don't love.

This brings me back to the question, "Why do so many folks give up on real estate investing so quickly?"

As Houston, Jeff, Ron and I discussed this dilemma, we began to laugh and imitate the late night TV infomercials. You have seen these infomercials – they are the ones that promise real estate wealth by the end of the month if you will just attend the guru's free seminar ("that is a once in a lifetime opportunity and has limited seating.")

By the way, in this context the word "guru" is a Latin word meaning, "A person who makes a lot of promises, tells you that it's quick and easy to become a millionaire, and takes your money so he can buy a new jet."

Why were we laughing? Because so many people watch these infomercials and actually believe that they can work just one hour a week and become a real estate investing millionaire by the end of the month.

These same folks plop down several thousand dollars, buy a big stack of the guru's books and CDs (at a once-in-a-lifetime price), then rush home ready to collect their millions. In short order, their big stack of books and CDs move from the desk to the closet. After time, they move from the closet to the yard sale table or to EBay.

Don't believe me – go to EBay and look up Ron LeGrand, Russ Whitney, and Carleton Sheets. You can buy most any of these gurus' courses for ten cents on the dollar. At yard sales the deal is even better; you can buy their courses for a nickel on the dollar – talk about a great short sale!

Does this mean that we think Ron's, Russ', and Carlton's courses aren't any good? Actually their courses are very good. The problem is that in order to sell a lot of courses – which is how they earn **THEIR** millions – they must paint a **VERY** rosy picture of real estate investing. In other words, they must promise that with *very little effort* you too can be sitting on a yacht waving a \$40,000 check in the air.

Do you want the truth? Do you want to know why so many would-be real estate investors fail? It is because real estate investing is **HARD DANG WORK!!!** If real estate investing were as easy as these “gurus” promise, everyone in America would be a millionaire.

Bottom line: You will not be a real estate millionaire in a matter of weeks or months. Becoming a successful real estate investor takes time – *a lot of time*. It takes determination – *a lot of determination*. It takes knowledge – *a lot of knowledge*. Most importantly of all, you must make **A LOT** of **WRITTEN** offers on a **REGULAR** basis!

We hope you **choose** to be part of the *top* 10%, not the *bottom* 90%.

If you want to learn more about real estate investing, or would like to be mailed a **FREE** copy of our 16-page monthly real estate investing newsletter, or would like information about our 1,500-member real estate investors group that meets monthly at the Holiday Inn in Cartersville, please visit our website at **[www.REIoutpost.com](http://www.REIoutpost.com)**.