

## **Real Estate Investing is Like Running a Marathon**

**Written By: Bill and Kim Cook**

We are members of the Adairsville Lions Club. At yesterday's monthly meeting, I had a chance to talk with another member, Brian Harris, who is an attorney with Mason, Harris, & Bahr. It turns out that Brian is preparing to run a marathon in February. For those that don't know, you must run a little over 26 miles to complete a marathon. Here's a little known fact: In ancient Greek, the word marathon meant "Long Dang Way"! Funny, "Long Dang Way" also happens to be the name of a city in Vietnam.

Talking to Brian got me thinking - which Kim says can be dangerous. The week before, we had a call from someone who asked whether she could make it as a full-time real estate investor. I answered by asking "How many offers to buy property will you make - no matter what - each month?" She wasn't sure how to answer the question. She talked about marketing plans, business cards, mail outs, etc. After a few minutes, I repeated the question.

While it's an easy question to answer, it's also a very hard question to answer. It makes anyone who is considering getting into real estate investing pause and think. We've all seen Carlton Sheets on TV and heard him say it only takes about 20 minutes a day to achieve great success. This simply is not true...at least not in the real estate investing world that we know. Succeeding at real estate investing takes time, study, effort, persistence, and you must make a lot of offers.

Let's go back to Brian's marathon. Reading a book or attending a seminar about running a marathon does not make you a marathoner. What is the one thing you must do - no matter what - if you want to be able to complete a marathon? Run! Run lots, run often, and run far. Brian has been training for many months for February's race. Last week he ran 20 miles. Think Brian is ready for the marathon? You bet your worn out running shoes he is! Another question: Before Brian started training, do you think he could have gotten up one morning and cranked out a 20 miler? No way, he had to first build up his endurance.

How is real estate investing like running a marathon? With one, you need to make a lot of offers. With the other, you need to run a lot of miles. If you want to succeed at either, you will need to work at it more than "20 minutes per day". Also know that with both, there will be days when you are out there and you just stop. You will be tired, hungry, and frustrated. You will ask yourself, "Is this really worth it?" And with both, only *you* can answer this question!

Neither real estate investing nor running a marathon is easy. If it were, everyone would do it. On the other hand, anyone - if they are willing to really work at it - can succeed at either or both. It doesn't matter whether you are a man or a woman, single or married, rich or poor, young or old, tall or short, what color your skin is, or what language you

speaking...heck some of us are even aerodynamically hair impaired! The key is to work at it with a dogged determination.

Now back to the woman who asked whether she can succeed as a real estate investor. How would you answer her question?