

Real Estate Roundup!

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Be ready. Today's title is one of our cleverest ever. Read on, and you may agree.

I had something happen the other day – a revelation if you will – and it needs to be shared. This revelation demonstrates the importance of making written offers.

We have a small horse ranch in Adairsville. A horse ranch of any size requires a lot of work. For example, every couple of weeks, hours - not minutes - are spent line trimming around fence post and under fence lines.

You are probably wondering what on earth line trimming has to do with real estate investing in general, and making offers specifically. Read on, and you will be enlightened oh sage of real estate investing.

There is a way to drastically cut back the amount of time spent line trimming fence lines. On a regular basis, spray the grass under the fence with a herbicide. You may not know this, but *herbicide* is an ancient Latin word that means: Lots of dead grass under the fence so you can play golf instead of line trimming. What is the best herbicide to use to kill unwanted grass? It is called Roundup.

By last weekend, the grass under the fence line was about two feet high. Bet you can guess what Kim *let* me do. After line trimming for about an hour, I was working around the pole barn. I got to the area where our sprayer is stored. The sprayer attaches to the back of the tractor and holds about 120 gallons. Anyway, grass had grown up around the sprayer. The revelation hit as I was cutting this grass.

Want to guess what was in the sprayer? Would you believe 40 gallons of Roundup? Here I was, line trimming around a sprayer that was loaded with grass killer. How ironic. I just had to laugh.

As I stood there covered in sweat and grass laughing at myself, another thought hit me. How many real estate investors had I worked with whose “spray tanks” were full of offers. Problem was, they never got around to actually “spraying” these offers. Without making a lot of offers, they could no more expect to buy a piece of investment real estate than I could expect the grass to die without *first* spraying it with Roundup.

For example, we run across a lot of real estate investors who are seminar junkies. They take one REI (real estate investing) course after another. Then they claim that investing doesn't work in their area. When I ask them how many offers they make each week, often I just get a blank stare.

If I don't want to trim the fence line any more, I must take the time to spray Roundup. If I want to be a successful real estate investor, I must be willing to *continually* make a lot of written offers!

Don't let the grass grow up around your tank. Remember, making offers is the key to real estate investing success.

Now what do you think about "Real Estate Roundup" as the title of this article? Clever, huh?