



Real Estate, is it the right investment for you?

Do you feel like you missed the last real estate boom! Who knows when the next boom is going to occur. You can't wait another 5, 10 or 15 years. You want to get in on the action now! You've heard dozens of stories how your friends and their friends made a ton of money with real estate.

Did you miss out, or not?

Based on the stories you heard and what was happening in the real estate market, many people began to buy real estate on speculation. Of those who did (in 2004 or 2005), many wish they'd never had. Unfortunately, many of these people, instead of making money with real estate, are now facing foreclosure, bankruptcy or other serious financial problems.

Now, I bet you feel better that you didn't invest in real estate (at least not in the last couple of years).

But was it better?

The answer is not always clear cut. I purchased a property at the height of the market (in November of 2005). Did I make a mistake? Am I facing financial trouble? Actually, quite the opposite. Within 2 years of my purchase, the value of my investment jumped by over 50%. My initial investment was 25% of the total purchase price, which brought my 2 year return to more than 200%.

How was I able to get such great returns, while others who bought at the same time are facing foreclosure?

If you need a quick simple gimmick on how to make money in real estate, you'll have to watch those late night infomercials. BTW, I've never seen one, so I couldn't tell you if they work or not.

So how did I do it?

The simplest answer that I can give, is that I understood the real estate market, I have quite a bit of real estate experience, and I was aware of the type of property that I was buying.

Can anybody do this? Yes. Anyone who has the knowledge and experience or anyone who is working with someone that has the knowledge and experience. I didn't mention, that I have a partner in this investment. My partner has limited knowledge of the real estate business. However, my partner was knowledgeable enough to know not to attempt this on her own, but to partner with someone who already had the knowledge and experience.

BTW, my partner [Lynda Shenkman Curtis](#), is a photographer. She's a great photographer, she took this head shot of me. Like it?

Some things in life are just not as simple as they appear. Real estate is one of those things that you'd better have the knowledge and experience or partner with someone who does. Otherwise, don't do it! The lure of easy money can get you into foreclosure, financial stress or worse, bankruptcy.

So, is real estate the right investment for you?

If you're still not sure, send me an email. Maybe I could help you decide. If you're in Westchester County or NYC area and are looking for an experienced and knowledgeable partner, email me.



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