



God's Property



The Buck Stops Here

How's Your Business Doing? If I were to ask the average real estate investor this question, I would probably get a general answer, something like, "it's tough", "I'm struggling", or "we're doing okay". If I would inquire a little deeper, and ask why they were in their situation, I would probably hear about how bad the economy is or how unfair the banks are being, etc. If I dig a little more and ask about their company's numbers, I would probably get a blank look.

It's this lack of accountability to one's own business which is the catalyst to many of the real estate investors' problems and lack of success. *"Be diligent to know the state of your flocks, and attend to your herds: For riches are not forever, nor does a crown endure to all generations."* Proverbs 27:23-24. Solomon shares with us this most important business matter. The business owner is the one ultimately responsible for the state of his company. U.S. President Harry S. Truman, popularized the phrase, "The Buck Stops Here" and actually had a sign on his desk in the Oval office with this phrase on it. President Truman wanted others to understand that he, being the boss, ac-

cepted the ultimate responsibilities for the decisions he made on behalf of the country.

I see that real estate is still being bought and sold around our country, even in the hardest-hit markets like South Florida, yet "so-called" professional real estate investors are struggling and blaming everybody or everything else for their situation. Most likely they haven't taken the time to take a strategic look at their market-niche to discern what their next move is. For the

have a focus. Then they can draw up a business plan and follow it. In their plan, they have identified their target market, how they will market to that target market, how they will best serve that target market, and how to identify that they are meeting their bench-marks to ensure developing a successful business. Although this is a quick and dirty explanation, it by no means is that easy. There is hard work that goes into developing your business plan and then great responsibility to track the state of your business. *"To*

everything there is a season..." Ecclesiastes 3:1. Times change and your business will change with it, which is why it is important to know the state of your business.



This was the actual sign on President Harry S. Truman's Desk
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most part, there probably isn't an identified market and they're just grabbing at whatever comes their way. In addition money has been flippantly thrown around in the hopes that something sticks and something good will come of it. What I mostly see is a tired, burnt-out real estate investor endlessly wishing for something to work out.

I coach a group of real estate investors and the path I take them through keeps them from making such mistakes. They've all identified their vision and now

You can't overcome your circumstances by blaming others; at some point you're going to have to take responsibility and fulfill the purpose God has for you. In the end, it is all worth it. You'll have more control of your time, your money and your life. I am sure this is why many folks have sought after real estate investing as a career.

God Bless,

Juan C. Restrepo