

# The Mark Borst Letter

Perspective

...One Mans Reality

Volume  
16-7

*I'm speaking from the roof of the Broadcasting Building, New York City. The bells you hear are ringing to warn the people to evacuate the city as the Martians approach. Estimated in last two hours three million people have moved out along the roads to the north, Hutchison River Parkway still kept open for motor traffic. Avoid bridges to Long Island . . . hopelessly jammed. All communication with Jersey shore closed ten minutes ago. No more defenses. Our army wiped out . . . artillery, air force, everything wiped out. This may be the last broadcast. We'll stay here to the end . . . People are holding service below us . . . in the cathedral.*

This was an excerpt from *The War of the Worlds*. October 30, 1938 from 8PM to 9PM, for 1 hour People were panicked thinking *The War of the Worlds* was real. Orson Wells only 23 at the time was a magically story teller, people were hanging on his every word thinking it was reality...35 minutes in, a break for intermission....yet still people were so gripped to the story that they still

believed it was real and the World as they know it was being taking over by Martians. He even finished the broadcast by saying.

*This is Orson Welles, ladies and gentlemen, out of character to assure you that *The War of The Worlds* has no further significance than as the holiday offering it was intended to be. The Mercury Theatre's own radio version of dressing up in a sheet and jumping out of a bush and saying Boo! Starting now, we couldn't soap all your windows and steal all your garden gates by tomorrow night. . . so we did the best next thing. We annihilated the world before your very ears, and utterly destroyed the C. B. S. You will be relieved, I hope, to learn that we didn't mean it, and that both institutions are still open for business. So goodbye everybody, and remember the terrible lesson you learned tonight.*

*That grinning, glowing, globular invader of your living room is an inhabitant of the pumpkin patch, and if your doorbell rings and*



**ABOUT THE AUTHOR** - Mark Borst is an entrepreneur and an innovator of the real estate industry, Mark Borst is the creator of the "Value-Driven Approach to Sell Real Estate," and is the Broker/Owner of Versatile Real Estate Solutions LLC. Borst has been called "a committed philanthropist" for his mission to raise/donate over \$10,000 to medical-related charities each year including his own charity Naked Heads Limited started with his Son in mind. Mark is a leader in the Northwest Indiana business community, including sitting on various boards past and present. Mark can be reached at [Mark@OurFreeBook4Charity.com](mailto:Mark@OurFreeBook4Charity.com)

*nobody's there, that was no Martian. . . it's Hallowe'en.*

Raising two very smart active boys, sometimes plays out like the radio broadcast of yesteryear; suspenseful, thought provoking, and mostly scary (if you listen to all the chatter of society). But more so having to listen to all the nuances of life, knowing when to be firm and strict vs when to be compassionate and loving, remembering how it was to be 14-year-old transitioning to high school, going thru puberty and starting to admit that maybe mom and dad are right sometimes...



Foot Golf

Xandru is definitely growing up, about a month away from high school, it's a good feeling that is bitter sweet. He is growing up and needing us less and less everyday – while he still needs us he just wants to do things ‘himself’ to be independent. It's a funny age, I can remember when I was this age I knew more than everyone and wasn't afraid to tell anyone the same. I went to the same school First to Eight Grade where as an 8th grader you are admired by the little ones based on stature and being the “oldest” kids in the school. The respect was not necessarily earned but given by the fact that we survived the past 7 years in this school that is perceived so large as a first grader but in reality by the time you hit 8th grade you realized that it was a mere 2 small buildings.

Like I mentioned earlier at 13-14 I perceived I knew everything...well Xandru does too at this age. The problem, this damn kid is smart, he has already taken the ACT in 6th Grade and the

SAT in 7th Grade with very good results – in fact he scored within points of where my wife and I scored as high schoolers. Obviously these tests are well above his age, when he has taken grade level tests he scores in the 98-99 percentile range. This has been a common occurrence since 3rd grade, the first year standardized tests are given. The kid is smart, and always has been. Yes, he has his mother's genes and yes he has my genes... but I attribute his success more to how Lisa and I have raised our children paying attention to the nuances and keeping things in perspective. There is never a dumb question whether on a long car ride or in the middle of something on TV... I think Xandru probably asked more questions in the first 5-6 years of his life than most people do from birth to death. And not only asked questions but the “right” questions.

Parenting is a crazy thing. Hard, Painful, Stressful, EXPENSIVE...and I would not trade it for the world! At 42 I still call my dad to talk and ask for advice so I know it's never over but with XT starting 9 grade the time is ticking for me to make sure he has the tools to be successful. He has already achieved so much over 14 years, with so much left on the horizon I intend on enjoying the show. I'm not concerned with the end result of either one of my boys, but more about the stumbling blocks along the way... I'm trying to teach them to hurdle them instead of avoiding them.

*When I Get Lemons, I EAT them!*

8 years old at the time, Brogan said this to me with all sincerity and conviction.

– I'm not sure if he heard it on YouTube or made it up but I love it.

Confirmation Day



Ninth Grade, just a few short months ago you were king of the school, now you are the low man on the totem pole...starting the next journey of life to climb to the top, to subsequently be beaten back to the bottom. Part of growing up we go through this process over and over again before we get to the “real world” ... Is this Perception just fantasy or is it reality? Xandru is not the lowest on the totem pole in fact he is probably on the top of the first rung, being part of the 99Club as on teacher called it (scoring a 99 Percentile on his entrance exam) but expectations are very high not only at home but from the administrators at school.



8th Grade Graduation

Are the ups and down from finishing one school to starting a new school built in preparation for life? Should we be ready to reinvent ourselves often in life? In school we are maturing and developing at a rapid rate with lots of curve balls thrown our way. We need to learn how to hurdle these obstacles, not let them slow us down. Have Lisa and I given him enough in these short 14 years for the rest of his life.

*“Everything you see or hear or experience in any way at all is specific to you. You create a universe by perceiving it, so everything in the universe you perceive is specific to you.” – Douglas Adams*

If we change the input of the parameters you will change your perception...so the same information could have an infinite number of outcomes based on who is perceiving, their history, their story, their statistics of past experience. In other words there is no inherent meaning in information, but only the way we perceive it.

*“Reality is merely an illusion, albeit a very persistent one.” – Albert Einstein*

If Perception is just an illusion orchestrated by the story teller... why don't we tell our own stories better?

In a recent email from a man much smarter than me, Seth Godin.

*Effort! What does it mean to “try your best”? Or to put more effort into something than other organizations do? We often talk about trying, about effort and 110%, but it's mostly glib. The fact is, very few of us try our BEST, at the maximum, ever! Usually, what we do is, “try our best under the circumstances.” So, you're getting good service, but if the CEO's daughter was here, you can bet she'd be getting better service. So you're running hard as you train, but you can bet that if you were approaching the finish line at the Olympics, you'd be running harder! The trick: DON'T redefine TRYING. Redefine the CIRCUMSTANCES! It's almost impossible to reliably increase your effort, to put more try into the system. On the other hand, “the circumstances” are merely our narrative, the way we're choosing to see the world. We can redefine the narrative about our circumstances with a wave of the hand. This moment, this interaction, this customer... these are the perfect circumstances, the most urgent, the highest leverage. The one we have right now. Work with that!*

POP! A balloon explodes and the baby wales, arms and legs flaring! In my life right now I know of 3,4 people that area about to be first time parents. I love kids, but I'll gladly skip the first 5-6 months the kids are boring, LOL....They love their moms and not much else! I'm sure most

people have been around infants even if not their own, what if I told you could predict if that child will be more introverted or extroverted from that reaction to the popping balloon. Well, Jerome Kagan launched a studied in 1989 and he is still continuing to collect data, to prove that the baby is highly REACTIVE as a newborn is more likely to be INTROVERTED. Over a period of years the study continues to interview the same kids. These highly reactive kids developed serious, careful personalities. In other words they stop to think of the stimuli they are presented. Cool, calm collected. Let me differentiate between temperament and personality. Temperament refers to inborn, biological based behavior; personality is a complex manifestation of cultural influence and personal experience.



Science Olympiad

Wall Flower, Nerd, Geek, Shy, Introvert are not all created equal, even though these term are interchangeable to some. I myself was lumped into this generalization at times. I was and still am very analytical in my approach to things. Introverts prefer to work independently, and solitude can be a catalyst to innovation. While more creative people tended to be socially poised introverts, I feel like I fell in this category. Analysis Paralysis is real, my father gave me that

trait. I work hard to walk this tightrope and have done pretty well at taking calculated risks. According to Dictionary.com the word Creative is relating to or involving the imagination or original ideas, especially in the production of an artistic work. And Artistic is defined as having or revealing natural creative skill....Here lies the reason I have been so confused about this since I was a kid. So creative kids are artists, RIGHT? Well, I have to trace a stick figure! I have never been and probably never will be artistic...but I have been a creative my entire life, I just never called it that. My mind is constantly moving all the time, thinking analyzing, systematizing - most of the time so fast I can't keep up! My Friend and Ghost writer of my book *The Value-Driven Approach* Ryan Fletcher calls it a hand filter. I have been working hard to rid myself of this hand filter, letting the creativity flow onto the page through this newsletter and other media to separate myself from the world of Real Estate.

The perception of Real estate agents is not a good one. In fact most people lump Real estate agents in with used car salesman and telemarketers. Maybe because so many act the part so well with their pushy salesman attitudes and their over-inflated egos. As Ryan Holiday says in *Ego is the Enemy* "When we remove ego, we're left with what is real. What replaces ego is humility, yes - but rock hard humility and confidence. Whereas ego is artificial, this type of confidence can hold weight. Ego is stolen. Confidence is earned. It's the difference between potent and poisonous." Real estate is a transaction, a commodity. This is one of *the reasons we wrote this book The Value-Driven Approach* to document our proven approach, to take the ego away. We let the client be the hero in the story. To get your copy of my book *The Value-Driven Approach* visit [www.OurFreeBook4Charity.com](http://www.OurFreeBook4Charity.com)

## MARK's Corner of Incitement

### *Recommended Reading*

*Ego is the Enemy* by Ryan Holiday

### *Recommended Podcast*

James Altucher on itunes or stitcher radio

### *Recommend APP*

Snapchat -  mark.borst

### *Rant of the Month*

US Media - Opinion or Facts



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# Uh-Oh...

**“What is the true purpose of an open house? If you said, “To sell my house,” then guess again. The real answer is not what you think—and the truth is one of the best-kept secrets in the real estate business.”**

-Published on Realtor.com, article: *The Dirty Secret About Open Houses: They're Not About Selling Houses*

You can imagine this article ruffled a lot of feathers of the real estate community. Prompting outrage from agents like John, wondering why Realtor.com would ever publish this “secret” with the consumers that subscribe to the site for information—in other words, “This is our secret. It belongs to us. Where is your allegiance?”

As I write this, in fact, there are 26 pages of comments from outraged Realtors®. I, however, am not one of them. To me, and probably to you, this “dirty little secret” has never been a secret. The sham of the open house is a topic I’ve written about for years. It even occupies a section in my book, in Chapter 6, titled, “Fundamental Mistake #4: if it sounds like hot air and b.s...”

The author of the article supports this point. “The real reason agents line up to do open houses is:

#### John says:

March 6, 2015 at 4:02 pm

I can't believe this article is posted on Realtor.com and shared through a consumer email to people who have subscribed through Realtor.com. Is Realtor.com trying to hurt new Realtors who are trying to build up some business?

Reply



to recruit clients. Open houses are training and recruiting platforms for new agents, or agents who do not yet have listings of their own... Yes, they exist to sell homes, but they also exist to sell brokers... Your house is the agent's best free marketing platform around." Obviously this doesn't come as a surprise to you.

The author continues, "I spent 10 years as a real estate agent in Chicago, and weekend open houses were my rookie agent boot camp." That sentence, I should point out, is indicative of the typical real estate agent who insists that an open house is a brilliant marketing tool. Most likely, they are just getting started—a rookie—and do not know of any better ways to promote clients' homes. So, they work to convince homeowners (you) that open houses are a "must use" real estate tool. Even when experienced agents hold open houses, rookies are typically recruited to sit in the open house, because "it," to them, is more an opportunity to demonstrate (to you) that they're "working for you," than to actually sell a home.

I know, hard to believe. But that's the premise of the article. "It's understood within the real estate industry that new agents cozy up to more successful listing agents, offering to host their weekly open houses, to pick up buyers."

Stated differently, experienced agents know better than to waste time on open houses, but rookie agents, have not yet figured this out, so they're happy to cozy up in your home for a few hours, if it means they could possibly stumble into a prospective client.

As the author of the article points out:

**Real estate websites have replaced them. Most buyers find houses online in the middle of the night, when the kids are asleep, comparing one listing site to the next, clicking through slideshows, and scanning every angle of every photo. Websites, virtual**

**tours, and virtually furnished floor plans are all used to find houses buyers deem worthy of actually visiting. Qualified buyers simply won't waste time visiting houses they haven't already checked out online.**

Of course you may ask do open houses have any level of success-rate? The answer is, sure. Occasionally the stars do align. If you're looking for hard statistics, the author writes:

**"The truth is, open houses are a waste of time. Don't believe me? Ask the National Association of Realtors®, which reported that, in 2014, only 9% of buyers found the home they eventually purchased at an open house. That's down from 16% in 2004—and the number of buyers who even visited open houses has dropped accordingly, from 51% in 2004 to 44% last year.**

**For the most part, open houses are a relic of the days when access to listings was restricted to those with a real estate license. Open houses were the best way for buyers to peek inside a prospective house without having to make a solid appointment with their agent... Open houses were a way for buyers to see as many properties as possible in one day and get to know a community.**

**Today's buyers save viewing properties IRL [in real life] for the fourth step in their buying process, not the first. (The second step is meeting their agent and third is getting pre-approved.) According to NAR, 43% of buyers use the Internet for their initial home search. They get to know the prices, finishes, school districts, and comparable sales before they ever talk to an agent. Thanks to the Internet, today's buyers are better**

informed than ever before.”

Here, though, I think is the most important sentence from the author’s article:

**But, please, don’t cry for the dying of the open house. It just means the role of the real estate agent is changing. Homebuyers are smarter, so agents now have to work smarter, too.**

She is right. Homebuyers are smarter.

The problem of course is, many agents refuse to get smarter as well. They’re still peddling the open house as a miracle tool for selling homes. But this isn’t 1999. I’m denying that an open house can’t work. Even a blind squirrel finds a nut every once in awhile. The bigger issue for me though, and this is what upsets me, is the lack of transparency regarding the effectiveness of the open house. Why try to hide the data? Why try to conceal the truth?

If experienced agents actually believed in them, why would they recruit rookie agents to sit in your house all day? So for me, it’s an integrity issue. Exaggerations. White lies. Soon they become outright deceit. I’ve seen it too many times. Further, I’ve have seen the ‘traditional real estate approach’ i.e. open houses, etc. disappoint many of our clients, prior to when they found us.

This is why we’ve taken to studying the World’s greatest investor, Warren Buffett, and his investment philosophy, to develop a unique approach to selling our clients homes. Sounds crazy. But we’ve discovered that by treating your home as an investment, like a business with a “stock”-price—through a Value-driven Approach—a unique way exists to extract up to \$30,000 or more of additional profit from any home on the market.

This is, I think, what the author meant by “... so agents must now work smarter, too.”

The first step though, is to conduct a series of tests that heed the information needed to best determine the client’s starting point in the race. The marketplace does not come without competition. Think of these tests as a pre-race diagnosis. If the client’s home is the frontrunner, great! We can run that race. But if the home is determined to be the underdog, no problem, that is fine too. We just need to know. So we can tailor our race strategy in a way that still enables us to win. Plus, as I outline in my book, Chapter 1, Real Estate Greed, we must be certain that the client is protected from it.

If this article provides you one takeaway—the response from John, and the 26 pages of comments, from many other out-raged real estate agents—it is that self-interest is alive and well.

After all, if the consumer were the true priority; you and your best interest is what most concerned agents—to the fact that Realtor.com published this article—why all the hostility? To me, it doesn’t make any sense.

For a more in-depth discussion on this topic, go to: [www.OurFreeBook4Charity.com](http://www.OurFreeBook4Charity.com). There you can request a FREE copy of my forthcoming book “The Value-Driven Approach To Sell Real Estate: How to protect yourself from Real Estate Greed & bank an extra \$30K in profit.

