

The Mark Borst Letter

Education

Volume
16-8

...What is the GOAL

Good morning, children.
Ordinary Wizarding Level examinations.
O-W-Ls.
More commonly known as OWLs.
Study hard and you will be rewarded.
Fail to do so, and the consequences may be severe.
Your previous instruction in this subject has been disturbingly uneven.
But you'll be pleased to know, from now on... ..you will be following a carefully structured, Ministry-approved...
...course of defensive magic.
Yes?
There's nothing in here about using defensive spells?
Using spells? Well, I can't imagine why you would need to use spells in my classroom.
We're not gonna use magic?
You'll be learning about defensive spells in a secure, risk-free way.
What use is that? If we're attacked, it won't be risk-free.

Students will raise their hands when they speak in my class. It is the view of the Ministry... ..that a theoretical knowledge will be sufficient... ..to get you through your examinations... ..which, after all, is what school is all about.

And how's theory supposed to prepare us for what's out there?

There is nothing out there, dear. Who do you imagine wants to attack children like yourself?

Oh, I don't know. Maybe Lord Voldemort.

Now, let me make this quite plain. You have been told... ..that a certain dark wizard is at large once again. This is a lie.

It's not a lie. I saw him. I fought him.

Detention, Mr. Potter.

Cedric Diggory dropped dead of his own accord?

Cedric Diggory's death was a tragic accident.

It was murder. Voldemort killed him.

Enough! Enough.

See me later, Mr. Potter.



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

My office.

Come in. Good evening, Mr. Potter. Sit. You're going to be doing some lines for me today,

Mr. Potter. No, not with your quill. Going to be using a rather special one of mine. Now...

...I want you to write, "I must not tell lies."

How many times?

Well, let's say for as long as it takes for the message to sink in.

You haven't given me any ink.

Oh, you won't need any ink.

Yes?

Nothing.

That's right. Because you know, deep down... ..you deserve to be punished. Don't you, Mr. Potter? Go on.

Above is an excerpt for the Movie Harry Potter and the Order of the Phoenix.

Brogan recently spent 5 days from 9AM-3PM at a Harry Potter camp at his school as a summer activity. It was put on by 3 teachers - Literature, Science and Early education. The prerequisite to join the camp was to read Harry Potter and the Socerer's Stone. The teachers tied in so much education into the fun filled week...and helped him learn about how creativity can mix in with education. It so happens that the next weekend was Harry Potter's Birthday and a movie marathon was on which Broagn watched. I have seen all the movies as they came out on DVD or theatre, but I half-heartedly watch as I was doing other things. In the 5th installment called Order of the Phoenix, I caught an interesting exchange sited above. I made Brogan rewind it a bit so I could listen again to jot it down.

I found the parallels of modern day education



to be very frightening. I became interested in Education when Xandru was in Kindergarten and his teacher starting talking to Lisa and I about how to move forward with his education? He was grasping concepts faster than she could teach them and he was the youngest in the class. In 2007, studying the us department of education budget the dollars appropriated to special needs kid's vs the high achievers was astonishing, more than 2-1. I by no means think that everyone shouldn't get some form of education, but why as a nation wouldn't we nourish the highest achievers to be the leaders of tomorrow. It took us until 4th grade to find Xandru a more appropriate school environment. The next year Brogan joined him at the same school for Kindergarten. Towards the end of that year I had a teacher pull me aside to tell me that Xandru is VERY smart...but Brogan may have bigger potential! I was blown away.

Knowing I was writing the newsletter about education I started researching again, along with some of the statistics I'm going to share with you I also stumbled upon the origin of the US education system and possibly the reason that our system is failing us.

... After all, our public education system is based on the so-called Prussian education system. The Prussians, after being defeated by Napoleon, had come up with a "new" system of education. In a nutshell, the Prussian education system was designed to keep the ruling elites in power, while encouraging the masses to be loyal to the government. This was accomplished through two primary mechanisms. First, they made schooling mandatory; all children were required to attend school. Second, they simplified the education; they left out some things that had up to that point been regarded as essential to a proper education and instead emphasized careers and service to the state. Mike goes on to talk about the part of the curriculum left out Properly taught, they allow a person to be self-reliant. an excerpt from an article by Mike

McPartlin Why is there so Little Leadership today?

What Mike is talking about is the concept of the Trivium, which I hope to dive deeper into in the coming months.

US Education how it stacks UP

In 2015-2016 a study was published on the World's top educators. While the US ranked a lowly 14 of 20 behind most of Europe and all of Asia who sat in positions 1-4. The Asians it seems are educating the exact opposite of the US... according to the findings All these countries' education systems prize effort above inherited 'smartness', have clear learning outcomes and goalposts, and have a strong culture of accountability and engagement among a broad community of stakeholders.

Let me just take a moment and emphasize a few key words; effort, outcomes, accountability and engagement. If we look at the entitlement society, we are (or have) creating there is no effort, outcome or accountability because everyone gets a trophy...and when kids differentiate themselves they are told to get back in line and conform to the standards the regime has put in place.

Ranking 1st in education was **South Korea** with a population of 50.22 mil people of which 7.4 mil are k-12 aged students with a budget of \$11. Billion. So 14% of population is getting educated while spending about **\$1527 per child**.

Ranking 14th, **USA** with a population of 318.9 mil people of which 45 mil are k-12 aged students with budget of 1.3 Trillion. So 14% of population is getting educated while spending **\$28,888 per child**

So we, the USA, spend about 20 x \$ per student and we are not even at the top?? And...In Korea, education is held in high regards and teachers are treated with great respect (equal to how we revere doctors or lawyers in the west).

....Meanwhile in the USA we have a national outcry to which high school bathroom someone uses. SMH



In a recent article by Seth Godin he states *K-12 Public Schools is an artifact of the industrialists who needed compliant factory workers. And The college model is fading even faster, with heavy debt. The fact of going to an employer and asking them what to do and them paying you a lot of money is fading faster than ever.*

His solution: is to be replaced by people who do two things and I think this is what school should be teaching

1. *How to solve interesting problems...meaning how to do something you can NOT look up on the internet or you cannot ask someone how to do it.*
2. *LEAD...have the guts to say follow ME.*

Sadly, these are in scarce supply because our culture isn't built around these things.

Education vs Learning

Education is about what other people want to teach you. Learning. Real learning. True Learning is about chasing down knowledge that you're interested in, because it fascinates you. Because it intrigues you. Because it forms new synapses in your brain. Because there are the "aha moments" that have real world application.

But More important. Real Learning is about

the ability to think...not memorize, think...not regurgitate, think. When you have the ability to think, you're able to see the possibilities in the world that others cannot.

Life imitates movies a lot...or do movies imitate life. Sometimes it's hard to tell which came first but we can draw a lot of lines between the two even in fiction like Harry Potter.

From a young age we start asking our children what they want to do when they grow up...I'm just as guilty as most. Is this so we can get them put into the "correct career path"? Let me try and define Career Path - go to school, get good grades. study, work hard so you can go to the next school. Just do what you're told...then work your way up the ladder - one pain staking wrung at a time. Do not leap frog - walk don't run towards the retirement you are looking forward to. I don't know about you but I feel there is a better way for our children, for them to be leaders. Below has been the mantra of Versatile Real Estate Solutions LLC, and unfortunately I don't see our education system as a whole is teaching this idea of accountability!



**You have brains in
your head.
You have feet in
your shoes.
You can steer yourself
any direction
you choose.
You're on your own.
And you know what
you know.
And YOU are the one
who'll decide where
to go. -Dr. Suess**

Education among Professionals

Unlike most fiduciary professions Real Estate has a relatively low barrier to entry. In Indiana a mere 90 hours of instruction taken either in a classroom or a webinar, pass the final. On to the State exam, once you pass now you can go associate yourself with a brokerage and you are ready to sell real estate. That's it! Basically pay the fees and you're a licensed real estate broker. The joke in the industry is the only you learn in RE school is that an acre has 43560 sq ft... I have never thought it was a joke. This is one of the reasons RE agents get a bad name. Many things happen in a transaction, which means there are a lot of opportunities to miss steps for some inexperienced agents.

Advice given to my clients. Your transaction will be like, as with most in real estate transactions, a Roller Coaster ride- Im here to help you stomach the ups and downs along the way, but you need to trust that the track has been inspected for safety by using the value-driven approach and we will reach the end and then you will want to go one more time!

There are a steady flow of new agents every year coming and going into real estate. And with the steady flow of newbies comes the "guru's" to "educate" the masses. The only problem is the "education" is usually snake oil or the shell game. As I will highlight in the following article.



MARK's Corner of Incitement

Quote I'm Pondering

Shortcuts taken, Corners Cut, Compromise made. By Degrees, inch by inch, each justifiable (or Justified) moment adds up to become a brand, a reputation, a life - Seth Godin

Recommended Podcast

Mike Rowe on itunes or stitcher radio

Rant of the Month

The World Needs Ditch Digger T00



Mark Borst, author, creator: The Value-Driven Approach To Sell Real Estate: A practical guide to protect yourself from Real Estate Greed & bank an extra \$30,000.

YOU, A "T-BONE?"

From a new NAR (National Association of Realtors) training series, that's what I gather. Buyers & sellers are just prospects to be chased, caught and eaten!

Before I give my take, here are the topics of the 6-part series:

Prospect Like a Pro, Convert Leads, Set Buyer Expectations, Overcome Challenges, Negotiate Effectively, Maintain Relationships. It's those first two that I want to give commentary on here. And that last one, Maintain Relationships, is a joke, when the best suggestion is to send fridge magnets and monthly recipe cards. How does that build REAL relationship?

In Colorado recently, Channel 9 News reported on a woman who was harassed by 75 to 100 real estate agents, after her home failed to sell. Once agents saw this homeowners home had expired from the MLS, one after another began to pounce. They called and called and called. They left voice messages. They called back. Ring! Ring! Ring! "Hi, this is Steve with XYZ Realty." Again and again and again. The woman said, "It's like a bunch of vultures." And that, "She'd never seen anything like it."

The sad part? This is what's taught to agents. This is common practice. This kind of "harassment" is what is meant by "Prospect Like a Pro." The more aggressive you are, the more heralded you are. By brokers and sales trainers, you're given awards. They tend to spotlight these agents. They recognize you. And in sales meetings, instead of being punished for annoying and harassing homeowners, like that woman mentioned, just the opposite happens. They put you on a pedestal as an example to be emulated by other agents.



“LOOK AT STEVE!!! EVERY ONE OF YOU NEEDS TO BE MORE LIKE STEVE!!!”

The end result, an industry overrun by telemarketers. All harassing homeowners. And because of it—good agents, honest agents, they’re often pigeonholed into that stereotype.

And what about buyers? What if someone just wants property information? First off, agents, because most are desperate for leads—something you’ve probably noticed—withhold pertinent property information. On flyers, for example, they omit the price. Etc. This is how they force interested parties to contact them. Not because of the value they provide. Or because they are the best at what they do. But simply, they want to know the price. Yes, it’s petty. Yes, it’s juvenile. Yes, it telegraphs their insecurity. Nonetheless, if a buyer searches the internet for property information, and submits their phone number or email address, it’s almost guaranteed they’ll receive a call back in 5-minutes whether they requested to be called or not. It’s routinely taught in this industry that, the moment you generate a “lead,” you, as an agent, must call-back within 5 minutes. Talk about desperation.

And email, here comes the SPAM. As the article states, “...those who don’t respond to calls and texts, “get added to an email drip campaign.” Am I right or wrong? The last thing you want cluttering your inbox is some agents canned emails, driven by self-interest and ego, offering you nothing that interests you. Because of this, most have now learned, never give a real estate agent your phone number or email address.

It is too predictable. They will begin to hound you.

As I often describe to people, “A telephone # or email address to a real estate agent, is akin to a T-bone to a Rottweiler—they can’t resist.”

Folks, here is my REAL issue with this series of article. The focus of “agent training,” to become a better agent, is always on sales. Getting more clients. Teaching agents how to chase. Beg. How to hunt down homeowners more effectively. And never is it about getting, the client—YOU—better results.

Analogously speaking. If you’re a money manager, the best way to secure ‘more assets under

management’ is to make your current clients a greater return on their money. When you do this, become better at what you do for the client, word of mouth travels. You do not need to cold-call or behave as a telemarketer. You do not need to harass people, who do not want to be harassed.

Similarly, in the world of venture capital. If you’re the founder of a startup, seeking capital. The best way to get a VC to invest, is to demonstrate that your product or service is superior, that the market wants it. And further, that by investing in it, he’ll be able to get a return on his money.

Said differently, it should be about the facts. The data. But too often, it’s the silver-tongue salesman taking pride in the fact that he sold someone, because of his sales skills, into an opportunity that is actually inferior, and likely, will be damaging to that person he sold. I personally, could never take part in such a sham. I personally, refuse to attach my good name to anything that is inferior. And I, personally—just so it’s clear—never cold-call, beg, chase or treat people like t-bones. I am not a rotteiler.

It disgusts me to see agents in my profession, behave that way.

I just want you to know that, yes, we are in agreement.

In a way, I feel like doing to them, like that Baltimore mother did to her son, when she saw him on the news rioting. Grabbing them by the ear, ripping them aside, then setting them straight.

Maybe I’m old-school, and that’s fine. But I believe your service, approach, and what you stand for—should speak for itself. I have invested heavily, not only in mentors, but hundreds if not thousands of hours, to learn how to get my clients a better return on their money. I’ve studied Warren Buffett. And many others. My peers have asked, “Why would you ever study Steve Jobs to learn how to better

sell real estate?" My response, why not? The fact that they ask, telegraphs, they do not understand what innovation is, or what it means. Jobs took a company, Apple, on the verge of bankruptcy, and in a decade, made it the most valuable company in the world. Seriously? There's nothing there to be learned, that could be applied to the sale of real estate? They don't think so. But I see it different.

Time and time again, I've dare to think outside the box. I've hired mentors to teach me how to best position a property. How to best tell that property's story, through words and photos, and scientific staging. There is an art to this. Not to mention, how to execute a value-driven approach, for my clients, oppose to the inferior price-driven approach. All in all—I am not a rotweiler. You are not a t-bone. You are not a "lead" to be converted. I am not interested in "Prospecting Like a Pro." You are a person. You wanted to be treated with respect.

And for my clients, that's the way they like it. So while NAR continues to train agents to be "more aggressive, more persistent"—how to prospect like a pro—I will continue to just serve my clients, continue to develop my approach, and continue to reap, for my clients, greater returns from their investment(s).

For a more in-depth discussion on these topics, go to: www.OurFreeBook4Charity.com. There you can request a FREE copy of my latest book "The Value-Driven Approach To Sell Real Estate: How to protect yourself from Real Estate Greed & bank an extra \$30K in profit." Expect delivery in 1-3 business days via USPS Priority Mail



100 million kids are being exposed to secondhand ignorance in their own homes!

*- According to the ONN**



COMING SOON! We will be helping local businesses get their story out!! We will be interviewing Northwest Indiana Business Owners, Entrepreneurs, and Thought-Leaders To Bring Northwest Indiana Residents The Best Advice From our Community's Brightest Minds. If you would like to get your story out, visit www.LakeCentralPlusBooking.com

* ONN is the Onion News Network