

The Mark Borst Letter

Giving Thanks....

Volume
16-11

This time of year, we all stop and try and give thanks to those around us. My goal for 2017 is to not wait until November to do it but to be more appreciate and thankful everyday/ every week of the things I have and the things I'm working on for the future. Although we MUST live in the present every day, we must also plan for better tomorrow for ourselves and our children.

First, I want to say thank you to all my Friends, Colleagues, Clients that read my newsletter and support me in my endeavor. Without people trusting me with their real estate transactions, it would be much harder to strengthen the chain of inspiration.

The 3 things I'm most thankful for:

To my wife of 15+ years, Lisa, words cannot express the true meaning of how I feel about

you. When we meet, we were both on similar paths leaving the past behind us looking to make something great in the future. Our casual talks about how things could have been different if only...But realistically I would not change the path that lead me to Northwest Indiana because I meet you and look at us now. We both knew what we wanted from the beginning, to start a family and live happily ever after... Well I couldn't have wished for anything

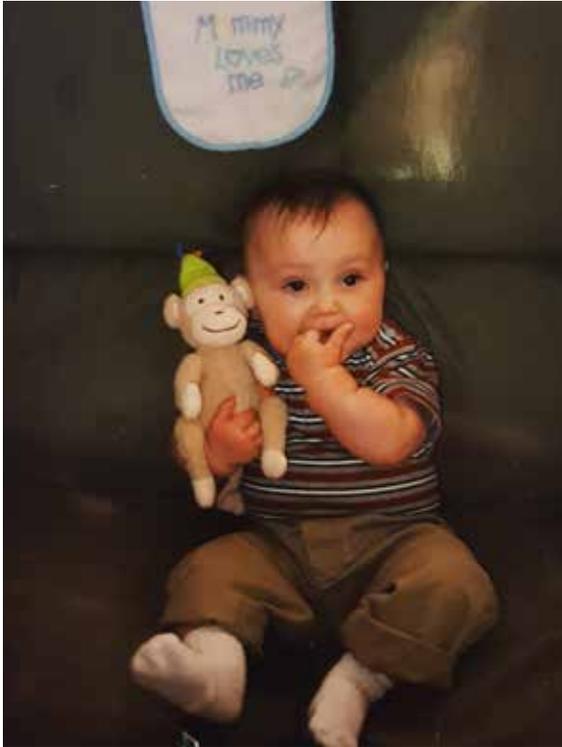
better than it is. Like most great partnerships, we know how to push each other to the edge, and with stubbornness



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

hold each other there for a moment before reeling it back it and moving forward. You Push, I pull or I push, you pull... it works and will work long into or old age. Like all great successes there must be failure along the way to learn and to grow. You know how to pick

me up when I need it. Chaos brings out the best in us both. Just like when we were having our first born, we bought a house, and I changed



jobs simultaneously... a little stressful but completely under control and we both thrived on it. To many more years of figuring out how to conquer the world together.

To our oldest son, Xandru, who came into the world 11 months after Lisa and I were married. Most know, I don't get excited about much. Becoming a dad was no different, I was excited but had no worries or anxiety about it. Well on a hot July day in 2002 it was no different...Lisa told me she was ready so we went to the hospital, about 38 weeks in. The OB had already told us that we had a full-size bird in the oven. Boy, did we.

Lisa still gives me crap....As I was standing

by Lisa's side holding her hand during some intense final labor I felt faint, nausea, light headed...I simply kicked off my sandals to cool off my feet on the cold hospital floor.... Lisa during this was asking me if I was all right...saying don't faint on me, telling the nurses to watch me – she is always thinking of others... labor continues and now the DR is finally called in because it's time to deliver.

Let me set the stage a little. Lisa is on the bed in stirrups, doctor at her feet one nurse at his side, I'm by Lisa's side watching what's happening...the inner workings... When suddenly, the DOCTOR, who has delivered thousands of babies, has a worried concerned look on his face...eyes wide and round asking

the 1 nurse to go grab a couple more... suddenly, my calm demeanor goes into a small panic. What is happening? the doctor is talking in tongues at this point and all I hear is the thought of me saying what if?? What if what, I'm not sure, an alien? At some point during the ordeal I remember



the doctor saying we might have to break his shoulder...WTH. I'm not quite sure how long the time elapsed between the Doctors bugged out eyes until it was over...probably minutes - seemed like eternity...But then our little alien was born with a cone head like I had never seen before. Was it normal? Was he ok? What just happened? I just became a dad to an alien looking cone head baby, I could not be

happier...proud...defender!

I want to go back and touch on my queasy feeling during Lisa's labor...I have never been one to be bothered by blood, guts etc. What I truly feel happened is that in that moment my ability to control went out the window. Being a bit of a control freak, having a small one to protect is an impossible feeling. From that moment forward I knew that I would never be able to eliminate bad things from happening in my son's life but that I needed to stand

by his side and help him conquer the world - in whatever way he wanted. He is well on his way!

A few years later, Lisa and I, found out we were

expecting again...only to have a First trimester miscarriage. It was not easy. Worse for Lisa. But we made it through and I'm thankful that we were stronger than the force that took that child away.

Now Spring of 2006 we find out we are expecting again. The first few months was very intense, wondering waiting. Now past critical



time we start preparing for the next in our brood to be welcomed home.

To our baby, Brogan, who came into this world on his own time. It was around week 36 we had a scheduled inducement so we would have a repeat of Xandru's Birth. So we head the hospital...which happens to be much further from our house... on a cold snowy February day. A few hours in, no change...except that now there is blizzard looming. So, more efforts by the nurses and still our little guy still was being shy. Well about 8-9 hours in something changed, Brogan was getting agitated that people were "bothering him" ...his heart rate started to escalate to the point the nurses were getting concerned. So now un-scheduled C-Section, luckily Lisa did have an epidural so she could stay awake. It seemed like we waited forever for the surgical room to be ready. The whole-time

Lisa kept telling me I couldn't pass out... Finally she is wheeled in and prepped, then then bring me in. So, its Lisa, all taped off from the neck down, the anesthesiologist and me both sitting on

either side of her head and the comedian,



Lisa, tells the anesthesiologist that I might faint and to make sure to watch out...I did take a couple peaks at the surgery, glad I did not go to medical school. All three of us came out OK, LOL. We had another little alien but this one had a perfectly round head full of hair, I could not be happier...proud...defender of two!

So in the meantime outside during from midnight to midnight on 2-13-07 almost 9" fell which was the snowiest 13th on record and the two day event ended up dumping about 12" of snow on the region. Brogan has a personality all his own. When a parent tells a child they only wish they will have a child more difficult than them...Brogan is mine, he can wear his heart on his sleeve one minute and look out the next - stop "bothering him" as the storm is rolling thru. Brogan is my fighter and with the hand he was dealt he got the perfect personality to conquer the world with us by his side!

Everyone can give thanks. Everyone can complain. It is your choice. Be thankful for what you have, not envious of what others have. Be thankful for the smallest thing in your life, you won't believe how that thankful outlook can change the outlook on other areas of your life.
Give it a try.

MARK's Corner of Incitement

Quote I'm Pondering

"Don't allow yourself to be heard any longer griping about public life, not even in your own ears!" ~

Marcus Aurelius

Recommended Podcast

Roenick Life Podcast on itunes or stitcher radio

Wine Library Wine of the Month

Cabernet - Sauvignon - Ad Vivium Napa



COMMING SOON

I'm thankful for the country we all live in. I will not start a political debate, But we live in the United States of America and that alone makes us nearly the 1% of the worlds wealth. My friend and Colleague, Ryan Fletcher, had a fantastic presentation of why Trump won. It was not a political tirade it was observation facts of why.

it is the understanding that politics is a game of messaging. And Trump understood that game better than anyone else. Not only did he play by this own rules, but by understanding his skill set, messaging he forced everyone else play by his rules too."

...

It also explains though, the hostility, the anger by the left in the face of a Trump victory. Because most of society, republicans included. This isn't a political thing by the way, and I want to make that very clear. This a human thing. Our puppets and parrots only repeat what they are told. And they see the facts only as they wish to see them, and they only play by the rules if the rules at the moment at that time are aligned in their favor. And once they are not, the rules need to be changed. That in politics, whether it's

Which goes back to that in the opening, divide in power, that's what from society the best republicans or democrats, agenda is power and the by winning votes. And the way you get a vote is preying on the fearful or by the worried, or the concerned.



then become unfair and is the belief of everybody the left or the right.

statement that I made and conquer. For those they strive to do. To strip of who we are. Not as but as people. Their way they get to power is

*They start to believe and assume and apply the worst about their neighbour. They lose faith in humanity, and because of what they have been fed through the news media, controlled like puppets, again it goes both ways. Anyone with a different set of beliefs, he or she has now become their enemy and it is sad. Because you see intelligent people being stripped of their intelligence by the very political system they have voted for, that continues to use them as pawns, by creating, amplifying then preying on their emotional pain. And so **Mike Rowe** talked about in episode 92, he finally weighed in on the Trump victory, he writes.*

"I know people are freaked out Carol I get it, I am worried too. But not because of who

we have elected. We have survived 44 presidents and will survive this one too. I am worried because now millions of people seem to believe that Trump supporters are racist, xenophobic, and uneducated chauvinist. I am worried because despising our candidates publically, is very different from despising the people who vote for them. Last week, three old friends, people I have known for years, each requested to be unfriended by anyone who planned on voting for Trump. Honestly, that was disheartening. Who tosses away a friendship over an election? Are my friends turning into these mind numbingly arrogant celebrities, who threaten to move to another country if their candidate doesn't win? Are my friends now convinced that

people that they have known for years, who happen to disagree with them politically



are not merely mistaken, but evil and no longer worthy of their friendship? For what it's worth Carol, I don't think Trump won by tapping into America's cooperate racist underbelly.

I don't think Hillary lost because she is a woman. I think a majority of people who voted in this election did so in spite of their many misgivings about the character of both candidates. That's why it is very dangerous to argue that Clinton supporters

condone lying under oath and obstructing justice. Just as it is equally dangerous to suggest a Trump support condones gross generalisations about foreigners and women.

These two candidates were the choices we gave ourselves. And each came with a heaping helping of vulgarity and impropriety. Yes, it was a dirty job for sure. But the winner was not decided by a racist craven nation. It was decided by millions of disgusted Americans desperate for real change. The people did not want a politician, they wanted to be seen. Donald Trump convinced those people that he could see them. Hillary Clinton did not."

And see, the reason I often spot low Mike Rowe on this podcast is because he continues to be the rational calculated voice of reason, refusing to be the pawn in anybody's system.

I feel that Ryan with the help of Mike had tapped into a deep nerve of how America is. I feel like there is NO too big to fail, and America needs some do-overs, government has gotten out of control and we need to get back to the basics. No matter if you are a fan of Trump or not he is our President and we owe him benefit of the doubt in the short term. If not in two years we can vote to take away the house and senate from him. Remember let's be thankful for what we have, not we have been told we want.

Mastering Your Craft

**Real estate agents, politicians, lawyers, insurance agents
- are among the least respected professions on earth.
Here's an *insider's* look at why that is true.**

I have thought a lot about this. As a real estate agent myself, operating in an negative reputation industry, where so many of my peers are looked down upon and treated worse, why do I not garner their same treatment?

People think the term “real estate agent” and a bitter taste immediately forms in their mouth. But, for myself, I have not found that to be the case. I write articles. Have published a book. Because of these things, why does the public see and treat me so much different than the run of the mill agent?

I have observed the same about Warren Buffett. He is treated differently than the other folks in finance.

The financial industry is wrought with fraud and deceit. Wall Street of course is painted as the villain, and constantly being attacked. Yet Buffett, who operates in that same industry...is one of our nation's most respected men – treated different than his peers and colleagues.

The truth of the matter is, it doesn't matter what industry it is: real estate, the political arena, whether you're a financial advisor or a lawyer, insurance agent, or something else entirely. I think respect; especially true (though) when operating in a negative reputation industry, comes down to whether you have mastered your craft.

And second, you are correctly serving the proper customer base. The importance of this is evident, by looking at the political spectrum. Someone who is a hardcore Hillary supporter will likely never love nor support Trump, and visa-versa. By their core base, though, both are loved, but to a big majority outside their core base, they are hated and despised.

So yes, you need to master your craft but also, you need to be sure you are focusing that craft on those who can be best served by your beliefs, skills and ability.

How do you master your craft? I read an interesting article the other day about Jay Leno. No doubt someone who has mastered his craft.

Taken from the article, “According to Jon Macks, a writer for Leno for 22 years, and author of *Monologue: What Makes America Laugh – Before Bed*, Leno read more than one thousand jokes a day brought to him by his 12 to 14 writers and sent in by freelancers...picked out a hundred or so he liked...then he and his chief writer, Jack Coen, would winnow it to 25. Jay would then rewrite or polish them, put them in order, privately rehearse them, and finally go down to rehearse, then ‘live tape’ the show. *Every day*. Also, Leno has said he often took new material that was not super time sensitive to a local comedy club and performed free, to test it. Leno also re-worked and moved material from the monologues into his stand-up act material, and while hosting *The Tonight Show* five nights a week, frequently flew to Vegas after the taping Friday

afternoon to perform there Friday and Saturday nights. He also did and does a lot of corporate events.”

In other words, Leno *worked*. A lot. Continuously. Constantly. At his craft.

Then you must ask, what is your craft? In Leno's case, it is entertaining and making people laugh. By becoming masterful at that, he cultivated an audience that was *willing* to invest in the tickets that were offered to see his perform.

Notice I said, offered, not sold.

When you have *mastered* your craft, as Leno has, people don't need to be sold. They already know you. They already like you. Love you. Trust you. So they just need to be offered the opportunity to see you perform or work with you.

But the reason why certain people in certain industries are not respected is because they have *wrongly* tried to master a craft that does not serve their audience. Take my industry, real estate, for example, since I see it daily and have an intimate understanding of what takes place. Real estate agents work their tail off to master the *craft* of self-promotion. They practice and practice and practice scripts and dialogues, to use when cold-calling homeowners. They spend thousands of dollars on websites to market themselves, etc., all *self-interest* orientated, but when it comes to their customers – where the majority of their time should be spent – why have they not worked *equally* as hard to master the *craft* of achieving a superior result?

I am not Jay Leno, and probably couldn't bring my audience to tears (from a comedic performance) no matter how hard I tried. But while entertainment and laughter are the outcome of a Leno performance, the outcome of my performance is much different—homeowners desire to maximize their return on investment, from their home sale—so that is the *craft* that I have spent thousands of hours to master.

Here is what I have come to learn: Those who are respected, regardless of industry or person, whether it's Leno or Buffett or me, or others, are those who have focused on *mastering the craft* that will yield their audience a superior result first, not on their own self-interest. Then utilize that *mastered* craft... to serve only those who can most benefit. ■

Mark Borst is the publisher of *The Value-Driven Approach: A practical guide to protect yourself from REAL ESTATE GREED & bank and extra \$30,000*. He is the Broker/Owner of Versatile Real Estate Solutions and a local entrepreneur as well. For a free copy of his book, visit: (www.OurFreeBook4Charity.com)

