

the make IMPACT Mondays digest



CHANGE

A Necessary Evil - or - A Path to a better Future

In 2017 Kids should NOT go to College ...just because it seems to be the THING you HAVE to do to get ahead. This is an opinion of some very smart people in the US. Although it is just an opinion there are some resounding facts, that I will not dive into in the article, to back up this claim. The Fact is that we have been so programmed to think that if our kids DON'T go to college that we have failed as parents. Over the past year researching The Great Education Hoax, I strongly agree with the fact that college is not necessary unless, a professional degree is needed i.e. Medical, Legal, etc. I spent 4 years in college earned an Associate Degree but left school, before finishing a Marketing Bachelor Degree, to own/operate a business – best decision I could have made at the time. As Xandru is coming to an end to his Freshman year in High School, Lisa and I have already been talking about this with him. College is NOT a place to “figure” out what you’re going to be in life. Xandru is in the Top 5 in his class and unless the wheels fall off the bus in the next couple years, he should stay there. When I tell people that I don’t know if he will go to college, they laugh, and they think I’m joking. I’m not, if he can lay out a plan for how he is going to use a specific degree, Lisa and I may help him pay for college, otherwise?
The Bureau of Labor Statistics reports that only

about one-third of all jobs require education beyond high school. That statistic – coupled with the growing mountain of student loan debt now totaling a whopping \$1.2 trillion. But more importantly i dont want my kids to have jobs! Millennials are now burdened with exponential debt which may or may not include a Degree. But if a degree is earned, is it enough to land a job? Once you start and have some success in school, say an Associate Degree, is it a gateway drug?...that’s great that you have x but you NOW need Y to get this job. Just pay (finance) a little more and you can earn a Bachelors...a Masters...a PHD. But no matter what degree an employee has earned a chief complaint of employers, in a recent study, found that GRADS ARE CLUELESS ABOUT THE JOB. So why do we keep pushing higher



editor/contributor
Mark Borst



education... The accepted belief that we all have ingrained in our heads. A change is coming. We need, as a society, to admit that higher education DOES NOT equal SUCCESS.

“If you do not create change, change will create you.” ~ Unknown

We are often resistant to change, and we don't realize that change itself is constant. Even if you resist or avoid it, it will enter your life just the same. Even with a strong will to stay the SAME, change is inevitable, but as studies show it is actually FEAR that causes people to not want to change. We all have fear or doubt when it comes to some changes but some people actually have such a strong fear that they suffer from Metathesiophobia. Metathesiophobia is the fear of change or changing things. The fear of change is evolutionary in humans. Since ancient times, man has liked routine. Our internal predispositions (heredity and genetics) teach us to resist change mainly to

‘always feel in control’. But the normal fear of change becomes a full blown phobia when it is irrational, persistent and very intense.

“We fear the unknown, fear failure, even fear success,” said Christina G. Hibbert, PsyD, a clinical psychologist

Before there was a smartphone, there was a thing called Daytimers. My Dad used a Daytimer religiously for 30+ years to help him stay organized at work. Before dad retired, the young salesmen at the office would give him a hard time and encouraged him to get a blackberry. He would always respond in the same way; he would pull this leather wallet like thing out of his pocket and say “it will never compete with my Brown Berry” see pic below. Dad retired eight years ago, and he still has his Brown Berry with him at most times. Dad turned 78 years old in September 2016. Dad, working most of his adult life in technology, a technology that automated our factories to work more efficiently. Well, he still had a flip phone attached to one hip, Brown Berry on the other. For years he has been hesitant to take the leap to a smartphone. My parents got rid of their landline 15 years ago, they both had tablets...but Mom still wrote checks until the end; she thought a debit card would mean doom to their finances. Shortly after Mom died Jan 2016 I went with dad to the cell phone store to cancel Mom's line. The clerk asks if Dad wanted to upgrade his phone - Always Be Closing, even when death is involved. Dad politely declines but leans over and says that after

ABOUT THE EDITOR- Make Impact Mondays was created by Mark Borst to bring Making IMPACT in others lives is a simple task and to spotlight the same here and on social media. Mark Borst is an entrepreneur and an innovator of the real estate industry. Mark Borst is a collaborator on the “Value-Driven Approach to Sell Real Estate” project 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 Mark is a leader in the Northwest Indiana business community, including sitting on various boards past and present. Mark can be reached at Mark@MakeImpactMondays.com

the dust settles that he is going to look into a smartphone. Fast forward a year later, We are headed to a Hockey Tournament for Brogan, and dropped the dog and Xandru at Dads for the weekend. Dad tells me that he was going to start looking at a smartphone, I have heartedly said "I had heard that before," he laughed and said "I know". After a fun filled weekend of hockey, we are headed back to Rockford. I



texted Xandru to tell him to get ready to leave; he tells me that he is with Grandpa at the cell phone store. A half hour later, Dad with a new smartphone in hand, we meet and go out to lunch. Dad is like a kid with a new toy, half listening to the conversation half trying to figure out how to work the toy. Between Lisa, Xandru, Brogan and I we are all trying to help him with this transition during a 45 min lunch. We teach him to teach him some things, and then we are off to head home to beat a storm. As we were leaving Dad wants to take a picture of us to send to my sisters and say "This picture was taken with my new smartphone."

Ten Minutes after I leave, my sister texted me, "who helped Dad buy a smartphone," "Xandru," "What Kind?" "s7" "well I just tried to call him, and he doesn't know how to answer it." ...Well, I never thought I would have to show him that, LOL. The following week, Dad was at my house helping me with some stuff at the office. He was still learning the phone and says to me "you should be impressed, going from the 19th century to the 21st for a 78 yr old man." He loves it; now he doesn't know why he waited so long. Change must happen to many things; Change seems hard, scary. But in reality what the hardest part is agonizing over the decision, not the actual task at hand. Dad 2 weeks into his new phone, agreed that it was time to stop carrying his Brown Berry and now rely on the smartphone on his hip. Proud of you Dad!

Change happens based on two things wants and needs; If I want a new car because the Jones's got a new car vs. I need a new car because my car is no longer driveable. Our company has come to a change in the need category. The company home for the last five years in St John has become obsolete and outgrown and we have been on the hunt for the perfect space for awhile. While we found a few suitable spots throughout Northwest Indiana, but we wanted to stay in St John. Soon, We will be announcing our new location; we are staying in St John and I'm excited about the layout and fixtures we have chosen to install. The space is more visible to the public and we focused on the consumer experience. I can't wait to move into our new space!

In a recent article from Seth Godin - Short order cooks rarely make change happen. How far in the future does your agenda extend? One way to tell: of the things you worked on last week, how many were due last week? The marketplace has always tempted us with short-term cycles (they require less trust) and the internet amplifies this temptation to buy fast, sell fast, work fast, measure fast, move on. But the work that leads to change is rarely written on an order slip or an RFP. Selling to the next buyer is easier than changing the culture, but easier isn't always the point.

How can we create Impact ?

With all that being said, Change is in the air. As you can see we have changed the mast of this newsletter. I would like to welcome you to the first edition of The Make Impact Mondays Digest - formally called The Mark Borst Letter. The first and most obvious change for me was that I do not want this newsletter to be about me, it never was. The newsletter is an outlet for me to communicate to my friends and family on a range of subjects that hopefully can Make Impact on the readers but also to inspire the readers to Make Impact on others. I want it to be about how we as a group of individuals can make our world a better place. And just to define our world, I mean the world we live in every day... no matter if it's the six-foot of space around us at all times or how we engage with people via social media, email, phone calls, etc. The things we have direct control over, YES we have control over our own lives at all times.

Impact can happen any where, at any time which brings me to an incident that occurred a few years back. Lisa and I were driving home from Costco on a warm Spring day, we turned off the main road about 4-5 blocks from home in an adjacent neighborhood to ours, a route we take 2-3 times a day. As we rounded the corner we see a woman standing near her car in the street, this older woman and her husband whom we have waived to on many occasions, but have never known their names or anything about them; except the fact that over the past few years we have noticed that their camper

once often gone on weeknds hadn't moved and that their once manicured lawn and garden were now just maintained to the bare minimums. As we drive by the woman looks at us and puts her hand up to wave, sort of, we wave and drive by. We pass their house and maybe 1 more house and Lisa and I look at each other and say simultaneously "was the old man on the ground?" Immediately I turn the car around and ask if they need any help. The Woman says "I've called 911" and the man pipes in and say loudly "YES please - I fell from my wheelchair trying to get into the car and she can't pick me up, I've been sitting here for 10 min and you are the first one to stop and ask if needed help." While this conversation is happening at least 3-4 more cars zoom on by. So after Lisa takes a quick medical assesment of the man, I proceed to pick him up and put him in his car. We had a brief discussion "I was diagnosed with MS about 4 years earlier and this G**D*** body does work right anymore." He was ANGRY! "I still have a mind and it's frustrating my body is worthless." As the conversation continued the Ambulance pulls up, Lisa tells the EMT a quick assement of what occuried. We got in our car and drove home. We never talked about it again. We never told anyone about it. We did not expect anything for it! We never did find out their names, but they thanked us multiple times for taking the time to stop and help. This is what Make Impact Mondays is all about. If we could do something to impact others lives, no matter how small we think it is, the world as a whole will be a better place.

IMPACT Spotlight

Shortly after Halloween, we represented a buyer that was purchasing a fixer upper in NWI. Transaction went relatively smooth for everyone involved; Sellers Family, Listing Agent, Inspectors, Title Company, Buyers and our Buyers Agent. The previous owner was suffering from Alzheimers, and in a facility, so his kids moved all the remaining things out during the process of the sale. During the move, the kid's whether on accident or on purpose left some things behind when they moved out ... Fast forward 60 the buyer is rehabbing the house, updating, changing floor plan, moving walls, etc. During the process of opening up one of the walls, the buyer also finds a small case. The buyer contacts our office, and we reach out to the listing agent trying to get contact information of the sellers family. At the time we did not know what the items amounted to, but the buyer was insistent that he get in touch with this family. The listing agent did not want to be bothered with trying to help "Tell the Buyers to Keep the things the family does not want them, this transaction is closed and off my radar." Typical Real Estate agent, the paycheck was already cashed so who cares. Well, the agent in our office with the help of the buyer tracked down the sellers, and the buyer was able to get in contact with the sellers family. The Buyer told them that he thought they would want what he found, but still not tell them exactly what it was. They agreed to meet. So the family comes over to the house, the buyer has a table with small tools spread over it. He brought the sellers to the table and said I thought you would want some of these tools, somewhat confused the sellers look at each and other and say there is hardly anything of value here... the Buyer reaches down to the small case he found, opens it and lays it on the table. The Sellers are stunned, you found this, and you want us to have it? Yes said the buyer, it was your fathers, so it is yours! The case contained twenty-four thousand dollars in cash...probably their fathers rainy day savings that he had forgotten from the horrible disease, Alzheimer. I have no idea what the seller's kids did with the money, but I know as a rehabber that money could have done a lot for the buyer. Doing the right thing is not an easy choice for some people but the only choice for some of us. MAKE IMPACT MONDAYS reaches far beyond Monday, but we hope that it becomes a daily habit for each of us in our MIM tribe.

THE IMPATIENT SALESMAN vs. NICOLA TESLA

Hurried. Pressured. Rushed. These are terms that homeowners use when describing “real estate agents,” but – might there be a better approach?

Tesla, no doubt, was one of the greatest minds to ever live or grace the earth. His contributions to human history, in many ways, is beyond measure. Thomas Edison often gets credit, because he was more of a showman, P.T. Barnumesque, whereas Tesla was the quiet but brilliant brain.

Of course you might ask, “What does this have to do with real estate?” This is, after all, a real estate column, where I frequently pontificate about the happenings, both good and bad, from within the industry.

Well, consider.

In his autobiography, Tesla describes how he worked:

“My method is different. I do not rush into actual work. When I get an idea I start at once building it up in my imagination. I change the construction. Make improvements and operate the device in my mind. It is absolutely immaterial to me whether I run my turbine in thought or test it in my shop. I even note if it is out of balance. There is no difference whatsoever, the results are the same. In this way I am able to rapidly develop and perfect a conception without touching anything.”

As I read this, I realized how opposite this is to how most real estate agents work on behalf of their clients. And since you know the common perception about agents, their negative reputation, often deservedly so, I won’t bother to recap what is already known. But how they operate, in direct opposition of Tesla, is precisely why that negative stereotype is often strengthened.

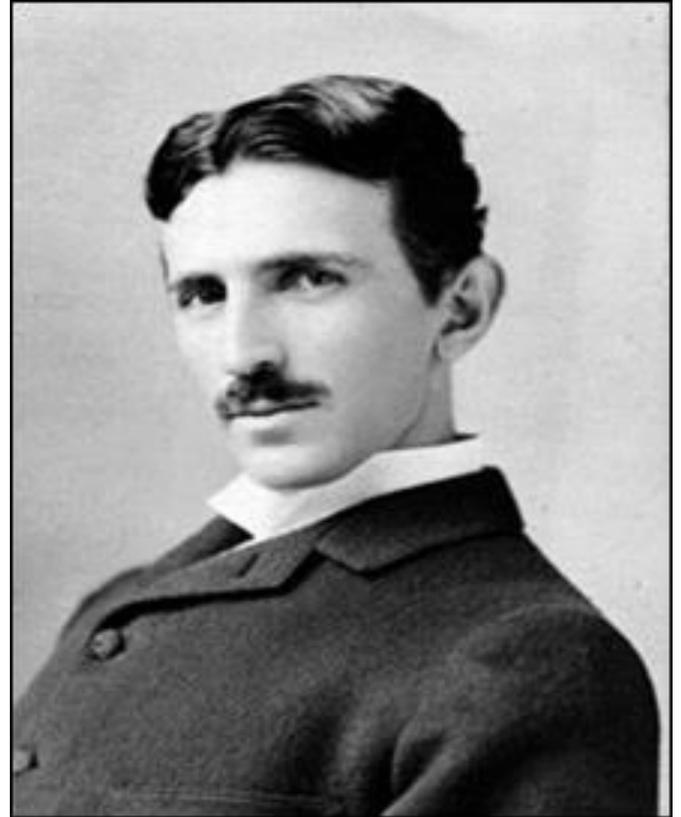
Just think about it.

And this applies to other professions too, especially those where a commission is at stake. To understand why this happens, you have to look at the motive. “When does a commission-based salesperson want his commission?” Exactly right! As soon as possible. Immediately. If possible, yesterday. Which means, anything that delays that sales process, too often, is deemed to be the “enemy” that stands between them and their commission check.

And yes, that includes proper preparation, prior to putting a home on the market. You heard Tesla, “My method is different,” referring to other inventors, “I do not rush into actual work.” Which is precisely what made Tesla so effective, he took the time to devise the plan. None of that, “Two steps forward, one step backwards.” Which is what I see all the time, as part of the real estate process. Homeowners get all excited, because something good happens, but then a step was skipped, so that excitement turns to frustration.

It’d be like Tesla forgetting to balance his turbine. It starts. It functions. But because the balance is off, soon, that smallest of vibrations, destroys the bearings causing a total end-game failure.

You have to ask, if pre-game and prep weren’t important, why would NFL teams like the Patriots, Bill Belichick and his staff, spend hundreds of hours in the film room, prior to Super Bowl 51– reviewing every play, every player, every detail, on both



offense and defense of the Atlanta Falcons, dissecting the opposing team, from every possible angle, to evaluate every possible strength and find every weakness?

And yet, that is precisely how most “real estate agents,” those in my profession, tackle of the home sale process of their clients—totally, without strategic thought or much prep, rushing to market as soon as they can pressure their client/convince you to pull that trigger.

My advice. Pay attention to the process of Nikola Tesla, “My method is different. I do not rush into actual work,” and choose to do the necessary diligence (and prep) to guarantee a positive outcome, with no out-of-balance-bearings.

For all of our clients, we use a Documented Approach. This is something we, like Tesla, like Billichick, as prep, to best serve our clients, have spent hundreds of hours to perfect. ■

Mark Borst is a collaborator on *The Value-Driven Approach: A practical guide to protect yourself from REAL ESTATE GREED & bank and extra \$30,000 by THINKING like the great Warren Buffett.* 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.MakeImpactMondays.com



During the month of January 2017 I started interviewing business owners to be featured on this podcast. I have a few recorded; I still need to get a few more interviews in the hopper and do the editing on the ones already recorded. My original intent was to have this launched before 2017 started, I am a little behind based on some unrealistic self-imposed fears. My new Forecast is by the end of the first quarter I will have this podcast up and running and on iTunes and Stitcher Radio. To find out more about the upcoming show, and to find out what it takes to become a guest on the show visit www.TriTownBooking.com



Tri Town Advice Givers® started as an idea. It's co-founder, Mark Borst, and host of the **Tri Town Advice Givers® Podcast** , as a business owner himself, had an interest in meeting other smart business owners and fascinating entrepreneurs. When he started to reach out to these people, and started talking to them, he realized others needed to hear their stories too. These were experts in their respective fields, smart and intelligent, not to mention, many had discovered unique ways to impact the lives of their customers, clients and patients. So he asked, "Why not share these stories? Why not interview these people? Create a Podcast? Why not create a site where they could be posted and listened to?" With that, the concept for **Tri Town Advice Givers®** was born...

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