

Real Estate Investing is Like a Love Affair



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Interestingly, falling in love with real estate investing is synonymous with a beautiful love affair, filled with many ups and downs, emotions, and life lessons. Think about it, in the beginning, you scan online listings, or you have your broker show you a few properties, similar to swiping on dating apps, going on blind dates, or being set up by friends.

As with dating, you must be willing to take risks if you want to reap the rewards of [real estate investing](#), or you run the risk of never being happy. However, taking risks shouldn't involve taking unnecessary risks, especially when money is involved. Arguably, the key to success in both love and real estate investing is the ability to understand and take **calculated risks**.

A Risk is defined as the potential for uncontrolled loss of something of value. If we view real estate investing through the lens of love, we see that love and real estate both require you to take similar calculated risks.

Only Fools Rush In.

Don't fall in love too quickly; you may regret it. For example, let's say that you view an investment property with your broker, and it's love at first sight. You make a big mistake by throwing all logic out the window and making an offer on the property. In fact, you're

so in love with this property that you get nervous that someone may come and make a better offer for the property you want. The more you find out about the property, the more desperate you are to purchase the property, you are even willing to pay a higher price.

Consequently, you end up overlooking the warning signs like that the foundation is cracked, or that the property requires serious repair. Since you've rushed the process, you find out that your investment is not what you initially thought it was. Instead, to your detriment, you've invested in a money pit.

Overall, the old adage, "think with your head and not your heart," applies to both love and real estate investing. You must be thorough with any real estate investment, regardless of how much you have fallen in love with a property.

Get Experience.

Unless you have money to waste, don't jump into real estate investing without obtaining experience and knowledge. We can all agree that marrying your first love or your "high school sweetheart" is risky. Without any life experience or knowledge, you are jumping into a life-changing commitment. Similarly, investing early in real estate without some level of expertise increases the likelihood that you will make an unwise investment. Overall, take your time and commit to learning the real estate investment industry so that you can make smarter investment decisions in the long run.

Find a Mentor.

Just as you would seek advice from your parents, older siblings, or friends about your romantic relationships, you should likewise seek out mentors and people who have experience with real estate investing.

As a newbie to the industry, you will be networking, learning the market, and doing all the "right" things to launch your career. You should find a real estate mentor as soon as possible to cultivate a strong professional relationship, to ease the learning curve.

Just like in a romantic relationship, at some point, you will receive critical feedback from your real estate mentor and/or business partners. Instead of getting defensive, take it as a positive sign that you have built or are building a healthy and authentic relationship. Gracefully accept the criticism and learn from it.

Mentoring takes real-time and real work, so once you've committed to a mentor, stick with it, and give the relationship a chance.

Conduct due diligence.

Take your time and get to know the real estate investment industry. Marrying someone you hardly know is dangerous. It's like investing in the stock market and knowing nothing about the stock/company. Although things may look good at first, first appearances can be deceiving, and things can go bad quickly. With real estate investing, due diligence is crucial. Due diligence includes ordering home inspections, reviewing property records,

title searches, and environmental assessments. You should also be looking out for structural flaws, signs of a termite infestation, and possible water infiltration damage.

As you evaluate a property, you want to know if the property is reliable, trustworthy, despite whatever heavy baggage it may carry from past relationships. Similar to the vetting a spouse in the early stages of a relationship, you need to ask a lot of questions. When was it built? Is the heating working? How old is the roof?

Overall, due diligence is looking for something to prevent you from investing your time and money into an investment that may not be the best fit for you.

Look for Maturity

Acquiring a [multifamily](#) property is like marrying someone with a Master's degree. He/she has perseverance, is intelligent and mature. If you've done it the right way, you should be a better judge of character and know exactly what you want. While multi-family properties can still break your heart, this scenario is far less likely compared with marrying your high school sweetheart.

Overall, be willing to stick around for the long haul. Just like love, a real estate investor will face his or her ups and downs. You may get a string of bad tenants, or your property may get partially destroyed by Mother Nature. You can't predict future events. You have to trust in the process and trust that you are prepared for what's to come. You can't beat up on yourself if you do something wrong or make a mistake. Apologize to yourself and commit to doing better in the future.

Be Willing to Walk Away

With maturity comes the courage to walk away from the "perfect investment" unless the deal is what you want and on your terms. After a few bad relationships, you should know what you deserve and understand how much you're willing to invest in getting it.

You have to be willing to walk away with nothing; otherwise, you'll accept whatever deal the other side brings to the table. You will find yourself stretching your budget for a property that doesn't even meet your needs.

If you do not walk away at the first sign of red flags. You will find yourself with a property that doesn't fit your needs, requires costly repairs, and overall pain to maintain.

Enjoy Being in Love.

If you've been fortunate enough to own a profitable real estate investment, you understand the sheer bliss of reaping consistent passive income. The entire experience makes you feel smarter, more productive, and inspired, similar to the feeling of being in love. Falling in love is an innate feeling that this person was made for you. It's a feeling that you were incomplete without that person. Hopefully, you can fall in love with real estate investing and live happily ever after.

Do not forget that falling in love is a choice. The decision we make when we fall in love or begin a career in real estate investing, and it's one of the hardest ones to decide. But, once you choose, you are in for the ride of a lifetime.