

O'DONNELL LETTER

A monthly publication devoted to providing friends and clients with insight and knowledge of the real estate world based on three core pillars of my business; Philanthropy, Business and Growth.

TRUMP OR HILLARY? IS THERE A CHOICE?

As we watch the US Presidential race I'm amazed at the amount of comments, most flippant in nature, and some are downright aggressive. It doesn't seem to matter who you talk to, they either really hate Trump and would prefer Hillary even though they don't really like her, OR hate Hillary and would prefer Trump, although they admit he is a little scary at times. Being Canadian we have the advantage of being able to have great conversations



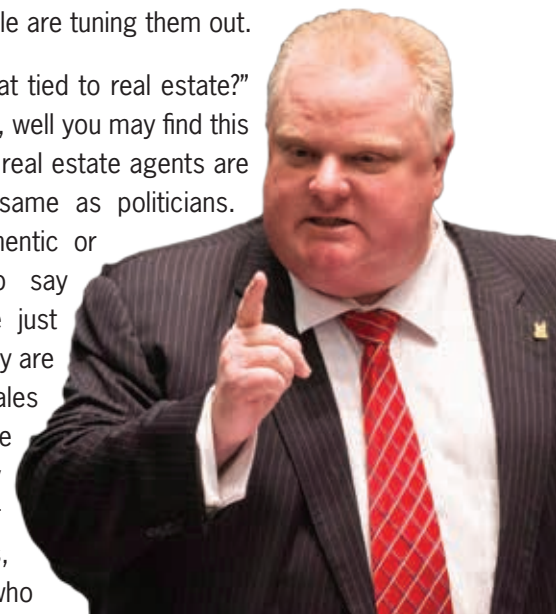
and spout off whatever position about the candidates we like, because hey, neither of them will be our leader right? Oh

yes, no matter which one wins they will definitely impact Canada and the world at large but we don't get a say. Why am I talking about Trump and Hillary in my monthly "Real Estate" newsletter? Well you will have to keep reading, but I promise you it will all come together. ☺

Now while Trump may have a few things he would like to accomplish that Americans want, like bringing jobs back from China, getting ISIS, building infrastructure without the government waste that always seems to happen, let's face it, the guy makes even his supporters a little nervous. However, the thing with Trump is you know what you are getting. He's loud, he's arrogant, he is boisterous, he has bad hair, etc., so fair enough. What you see with him is what you get, he is authentic and true to his brand. What he says and does matches what we know about Trump. Authentic is good, except when that authenticity makes people nervous. With Hillary though, no one knows what you will get. Like every other politician that has come before her, she changes her stance depending on what

the voters want, depending on the State or part of the country they're in. So it's no wonder people don't want her either. People are sick of "politicians", they are sick of career ass kissers and liars. You don't have to go south of the border to see the same thing here in Ontario. Kathleen Wynn and the Liberals lost a seat in a by election and now all of sudden they care about our hydro bills. Before they lost the seat they couldn't care less, now all of a sudden they care about us? No, they don't and no one believes them. Why? Because what they are saying now doesn't match their actions, it's not congruent, it's not authentic. Love him or hate him, Rob Ford won in Toronto because the people were sick of career politicians and wanted something new, something different. The same old same hadn't worked so they went for different. The same thing is happening in the US right now. Do you think it isn't planned that Trump keeps bringing up the fact that Hillary is a career politician and he isn't? The sad truth is that people are sick of politicians and most don't vote, and even more don't really listen any more. Politicians are not authentic or genuine, so people are tuning them out.

Ok, "so how is that tied to real estate?" you may be thinking, well you may find this hard to believe, but real estate agents are viewed about the same as politicians. NO! Yep, not authentic or genuine, willing to say anything to anyone just to get the deal. They are looked at as a 'sales guy'. It's a negative reputation industry like used car salesmen and yes, politicians. Those who



TRUMP OR HILLARY CONT'D

know me already know I'm not that guy. I don't advertise, I don't pay some person from New York to go on TV and tell you I will buy your house, etc. I work on referrals and repeat happy clients which don't come if you aren't authentic and trusted.

NIAGARA UNCOVERED: Local Advice Givers is the natural extension of this. I want to showcase all the wonderful talent we have here in Niagara, from Grimsby to NOTL and all points in between. From St. Catharines to Fort Erie we have great business leaders that need to be highlighted. If we don't

Neil O'Donnell, 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 by thinking like the great Warren Buffett.

**THE IDEA THAT I'VE
THOUGHT ABOUT FOR 6
MONTHS IS FINALLY
BECOMING A REALITY...**

As a businessperson and entrepreneur, there isn't a day that goes by where I don't rub shoulders and brains with other fascinating people and entrepreneurs. Many of these people have incredible stories to tell. They are smart and intelligent; some are leaders in their respective fields, not to mention many have discovered unique ways to impact the lives of their customers, clients and patients. And while I've always enjoyed these conversations, about six months ago it occurred to me, so would others.

So I asked, "Why not share these stories? Why not interview these people? Why not launch a Podcast? Why not create a site where they could be posted and listened to?"

With that, the concept for Niagara Uncovered: Local Advice Givers was born...

This is something I have been thinking about for a long time, but never really knew how to bring it to life. Podcasts have existed on iTunes for nearly a decade, but it was only recently that they became a viable media platform.

support our own community, why should we expect others to? In Jan 1961 JFK said "ask not what your country can do for you, but what you can do for your country" and he was right then and it applies to us now. We need to support our local communities and local businesses. As for Trump and Hillary, who would I choose? Well, I'm glad I'm Canadian.

Now, let me show you what...

NIAGARA UNCOVERED: Local Advice Givers is all about.



You're seeing this explosion right in front of your eyes.

According to USA Today, Apple announced that it has surpassed 1 billion subscriptions for podcasts via its iTunes app. And in a study by Edison Research, an estimated 39 million people have listened to a podcast in the past month. Even the large media networks CBS, NBC, ABC, and FOX now offer audio versions of many of their favorite TV news shows. Why do this? Clear Channel's president of digital said it best, "We need to be wherever the consumers are." And right now, podcasts have exploded onto the scene.

In today's technology driven world, the barrier of entrance to get into the media business is easier to hurdle than ever. It used to be that you needed an expensive studio, equipment, and a team of audio and video experts. Not anymore. And it's the consumer that is driving the popularity of Podcasts.

As more people own Smartphones, and as more car manufactures build cars with built-in Internet connectivity, (about 50% now, and by 2025, all cars will have Internet), soon Podcasts will no longer be classified as Podcasts, instead, according to a

NIAGARA UNCOVERED CONT'D

service supported by membership fees. But almost 70 percent of the company's revenues come from advertising purchased by the service providers being rated." Huh? But the real kicker is that Angie's List then charges consumers a "membership fee" for the privilege to view their skewed and misleading ratings. Or take Google + whose reviews have also been called into question... because businesses can reach out to customers who've posted bad reviews, and beg, bribe, make amends, or otherwise convince the aggrieved to change or delete their original opinion. "This can skew the ratings positively," states Consumer Reports. That being said, we believe the public deserves better. The consumer is not stupid and he shouldn't be treated as such. This kind of "false objectivity" many online review sites are guilty of speaks to the character of their site.

CORE BELIEF #4: We believe trust can't be bought. It must be earned. Unlike other sites, we never sell out. If someone is on this site, interviewed, it is because he or she earned it. It is because they are smart. Intelligent. Have contrarian beliefs and views, and thus, something to offer—a different perspective. Or they have a long, celebrated track record of delivering their customers, clients or patients superior results. Unlike popular "review sites," which are big Wall Street businesses disguised as consumer-sites, we are not. We have no shareholders to appease or keep happy. Our trust, our integrity, cannot be bought. On Niagara Uncovered: Local Advice Givers, those featured are the experts that we believe will have the greatest impact, and be of the greatest service to Niagara residents. And, we are committed to helping these folks impact more lives through spreading their stories...

So what do you think? Don't you agree that we have some bright minds right here in

Neil O'Donnell - Author and Creator

An entrepreneur and a relentless innovator of the real estate industry, Neil O'Donnell is the creator of the "Value-Driven Approach to Sell Real Estate," author of the infamous report "Frauds, Lies, Cheats & Unethical Scams." He also founded St.Catharines First Responder Only Program®, and is a licensed agent with Keller Williams Complete Realty. Neil has been called "provocative and entertaining," but also "a committed philanthropist" for his mission to raise/donate over \$10,000 to local and First Responder-related charities each year.

Neil also supports many great local and national charities too, such as: Lincoln Humane Society, CIBC Run for the Cure, Heart & Stroke Foundation, MADD: Mothers Against Drunk Driving among others. Neil is a leader in the St.Catharines and Niagara-on-the-Lake business community as well, and co-founded ENG (Entrepreneurs Networking Group™) St.Catharines Chapter—an exclusive group of business owners, sales professionals and entrepreneurs, focused on three core pillars of impact: Philanthropy, Business, and Growth!

Niagara, that have incredible stories to tell, that can really help people?

I'm working diligently to get the Podcast up and fully launched this fall. Along with the Podcast, I will also be publishing Niagara Uncovered: Local Advice Givers MONTHLY—a print magazine featuring those I interview each month. If you think you, or someone you know, would make a great guest on the show, and is aligned with the beliefs of the program, don't hesitate to reach out to me.

NEIL@NIAGARAUNCOVERED.CA

This podcast in a sense is really no different than Dirty Jobs with Mike Rowe. Just as Mike was on the constant hunt for new dirty jobs and the great people doing them, I'm on the constant hunt for new bright minds to uncover.

THANK YOU for all your continued support!

