

The Three Pillars Post

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.

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AMERICAN AND THE MEXICAN: HUSTLING LIFE VS GENUINE LIFE



Some of you may have seen this story on the internet or heard something similar but it is a great piece to help frame this month's conversation.

"An American investment banker was at the pier of a small coastal Mexican village when a small boat with just one fisherman docked. Inside the small boat were several large yellowfin tuna. The American complimented the Mexican on the quality of his fish and asked how long it took to catch them.

The Mexican replied, "only a little while. The American then asked why didn't he stay out longer and catch more fish? The Mexican said he had enough to support his family's immediate needs. The American then asked, "but what do you do with the rest of your time?"

The Mexican fisherman said, "I sleep late, fish a little, play with my children, take siestas with my wife, Maria, stroll into

the village each evening where I sip wine, and play guitar with my amigos. I have a full and busy life." The American scoffed, "I am a Harvard MBA and could help you. You should spend more time fishing and with the proceeds, buy a bigger boat. With the proceeds from the bigger boat, you could buy several boats, eventually you would have a fleet of fishing boats. Instead of selling your catch to a middleman you would sell directly to the processor, eventually opening your own cannery. You would control the product, processing, and distribution. You would need to leave this small coastal fishing village and move to Mexico City, then LA and eventually New York City, where you will run your expanding enterprise."

The Mexican fisherman asked, "But, how long will this all take?" To which the American replied, "15 – 20 years."



AMERICAN AND THE MEXICAN: HUSTLING LIFE VS GENUINE LIFE CONT'D

"But what then?" Asked the Mexican.

The American laughed and said, "That's the best part. When the time is right you would announce an IPO and sell your company stock to the public and become very rich, you would make millions!"

"Millions – then what?"

The American said, "Then you would retire. Move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take siestas with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your amigos."

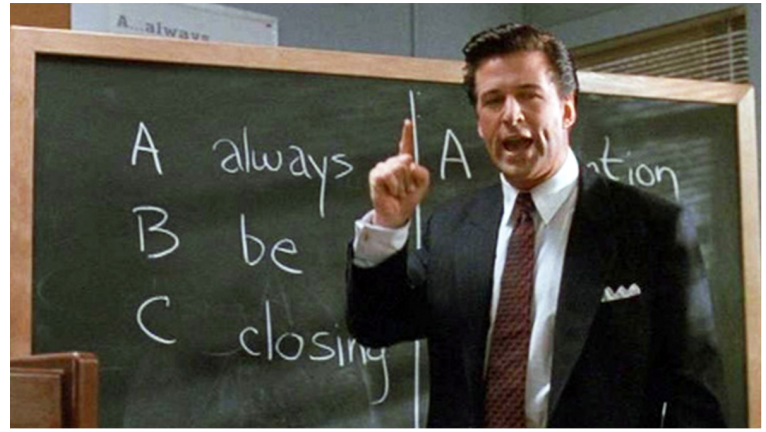
I was talking with my partner David the other day and we were talking about Thanksgiving, our kids, what their future holds and what legacy we wanted to leave behind.

Everyone knows some very 'successful' people, we've got people in our office who to most are what you would call very 'successful'. They are hustling. Seven days a week, 52 weeks a year they are hustling. Asking everyone in their family, their friends, everyone they meet if they can help them sell or buy a house. Every time I see them I think about the banker and the fisherman.....I ask myself would I want to trade places with them?.....No.....A hustling life or a good life helping others....I know which one I choose.

For those of you who have met David you may already know this but he knows the type of life he wants to lead and what he wants people to say about him. He wants to be thought of as a Genuine person. Someone who fiercely protected and looked out for his family and his clients. A supporting pillar in the community through his Philanthropy efforts and a valued Mentor who was always helping and always had a smile on his face. He wants everyone to be proud of who he is and what he did, whether it was in business or in the community. And for those of you who know David, you will know he is living this every day and making this legacy where ever he goes.

Just the other week one of our clients sent this to David, after he helped his family with a real estate deal.

"yes, my most recent post is about you! I truly wish that I could give public accolades to you my friend – my TRUE friend: one who actually invested, sacrificed, in protecting



one of my loved ones: even though you could have jeopardized even as much as your entire career by doing so, you put others ahead of yourself. I am humbly at a loss of words to say thank you. Greater love has no man than to lay down his livelihood for his friends. You have shown me how great of a man you are, and I am frustrated that I cannot tell the whole world who they can trust..."

This client's son really wanted to buy a property that had a few serious problems. David had a frank conversation with them and told them not to buy it. Like all of our team, David would rather protect our clients and risk losing the sale, than to let them buy it and be a regret.

I think about David and the contrast between those other agents out there. You know the ones, just like that banker in the story that are just hustling every day, trying to sell you and your neighbours, their friends, family, anyone. All day every day. Those cold calling, door knocking hustling machines. They strap on that headset, plug into the computer everyday at 8am and don't unplug until they hit their 400 or 500 calls sometime in the afternoon. They are so dedicated to their sales masters and canned scripts that I swear they are trying to call every house in southern Ontario asking if they are looking to sell their house.

I'm sure every now and then they must get a thank you from their clients but I wonder if it is ever as genuine and impactful as what David got.

This is the type of genuine business we are building in our community. A business where integrity, honesty, are worth more than a commission cheque. Being a genuine person and treating others in a genuine way, not with manipulative sales scripts that are designed to cheat seniors out of \$50k just to get a quick sale. We've all heard about those type of agents and those stories.



AMERICAN AND THE MEXICAN: HUSTLING LIFE VS GENUINE LIFE CONT'D

We work hard, we put in long hours but its for a greater purpose than just another sale. We do this to help our friends achieve their goals. We do this to help our community as we give back time and time again. Not through a golf tournament (although we love golf) but directly by volunteering with local organizations like Habitat for Humanity, or just buying a coffee for the person in line behind as at the drive-thru. Even a little thing can turn around someone's day.

A friend of mine, Ryan, was working with one of his clients, a very successful business person and as they talked he was amazed at how grounded she was compared to most super 'successful' people. So of course, he asked her how she does it; stay grounded and genuine. Like most things in life the answer is simple, but its just not easy to do.

I will paraphrase a little of her answer. She said, *"it's not all about hustle, drive, ambition or hard work . . . rather the true essence of being genuine is to have the self-awareness and the courage to define "success" on one's own terms. To know what real "freedom" looks like. And then to live it. There is no right or wrong answer. But it's in that space that we author our story. And begin to leave our legacy."*

Our freedom comes from helping those in our community and our success comes from the feedback we get from you. Like what David received from our client.

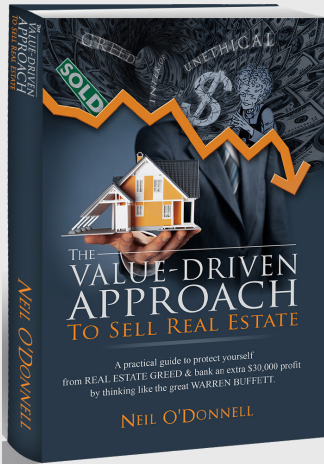
We hope everyone had a great Thanksgiving and if you have kids, have a wonderful fun Halloween, but mostly we want to just say thanks to all of you who have supported us over this past year and all the years prior.

You and the impact you help us make is the legacy we want and that you are helping us build.

Thank you.



NEIL O'DONNELL - AUTHOR & 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!



OUR TEAM ADVANTAGE AT...



Three Pillars REALTY

Our documented Value-Driven Approach is based on leveraging experts and professionals in all areas to ensure that we bring to bear the absolute best expertise available. It's that expertise that we use to execute our Value-Driven approach which has consistently achieved more profit for our clients than traditional real estate agents or teams. Just like you wouldn't want your heart surgeon to also be the nurse, anesthesiologist and the orderly moving the stretcher, we don't want our agents doing the staging, taking the photos, doing repairs, etc. We leave that to our team of experts which allow our agents to do what they do best, maximize the profit for your home. Any agent can sell your home but only we have a documented Value-Driven approach that has proven to bring our clients more profit.



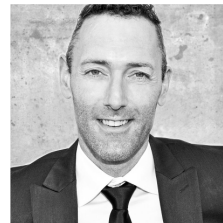
NEIL O'DONNELL
Listing Specialist



DAVID SOKOL
Listing Specialist



MIKE WYERS
Investor Specialist



MARK GARRETT
Buyer Specialist



ALICIA LISHINSKI
Operations Manager



REMO COLANTONI
Inspector



KATE WARREN
Photographer



JEFF GEMMELL
Mortgage Broker



COLLEEN DONOVAN
Staging



JOHN WOLFE
Lawyer

CONTRACTORS



PROPERTY MANAGEMENT

