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Vincent Robertson, Publisher/Editor

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Feature Article

Owning Your Own Real Estate Investors Club

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Owning Your Own Real Estate Investors Club

By Vince Robertson

Have you ever thought about starting your very own real estate investment club? For those natural business builders who enjoy networking, building relationships and helping others in business, this idea may quite possibly be golden. You think you're ready to begin promoting your newfound club? Read and think about the "Success principals" provided below to ensure your motives and intentions are pure of heart. Having been the president of one real estate investor club for 5 years and the founder of the 4 year old IRIN Real Estate Group of Clubs, I would like to share several principals for success that may help you in your efforts!

Success Principal #1 - Have the right intentions.
A powerfully true statement by Ron LeGrand and several other gurus is one I stand by when operating and building my organization. "Get others what they want and you will get what you want". If you focus on the needs of the masses, you will do well within your business pursuits. People always want more education and a place where they can freely network. Always be willing to help people regardless of who they are or how busy you think you are. You never know when or where a great contact will come across your path, so even if you cannot answer someone's question or need, help find someone who can. This minor principal has led me to some major relationships. This principal alone could make for a successful club!

Success Principal #2 - Focus on educating, not selling and time will be on your side.
Be mindful of your audience with their time at your meeting. Chances are, your members are grateful to have a local group where they can meet other like-minded individuals and learn new information. Do not schedule 29 sales speakers to kick off the first 1/2 hours of the meeting before your main speaker is even introduced. It is an insult to your audience, as well as your main speaker. I have seen this one too many times where part of the audience has departed by the time the main speaker is introduced. The main speaker may have valuable information to share and the constant "sales" speakers have chased the once grateful members out of the room and out of your organization.

Success Principal #3 – Offer Variety to the members!
Have a good mix of topics and speakers. Screen your speakers before you have them speak to your members. Do not schedule speakers that hard sell the crowd and do not provide education. If your guest speak is selling his/her product, you want to ensure those people who did not make a purchase still received beneficial information from attending your meeting.

Success Principal #4 – Allow your sponsor to sell.
For an additional income, you should always have a meeting sponsor. This allows standard meeting expenses to be covered, i.e. food, drinks, venue. A meeting sponsor is an individual or company who pays a set rate to represent one meeting. In exchange, the sponsor is typically allotted 15 minutes to introduce their product to your audience. Unlike the main speaker, the meeting sponsor focuses on selling their product to your members. Remember (See Success Principal #2), do not follow the sponsor with back-to-back "sales" speakers because your members will take note of this (See Success Principal #1).

Success Principal #5 - Make multiple sales products an option.
I've mentioned the importance of not forcing members out of the room with sales speaker after sales speaker. However, there is a solution to this problem and I've witnessed it! If your group is large enough, allow vendor booths and tables. This is a great way to bring in an additional income and one that most business networking groups utilize. This allows individuals and companies to display their products for a minimal charge. This also allows the group members to choose who they wish to speak to, and which products they have interest learning more about. Allowing your members a choice does not place pressure and often annoyance amongst your members. Remember, although you may have started the organization, if you don't deliver what the members want, they will vote with their feet.

Success Principal #6 -Thoughts become things.
Most of us have heard the saying, "Everything begins in thought." If you have thought about putting together an educational and networking organization, what is stopping you? The answer is simple; nothing. You simply need to take your plan and put it into action. If you're thinking about beginning a club, you've already begun the most important part! You love building relationships and you know your group would be a huge success. Having a club or group is sometimes easier to market and promote than your full time business. Because of my club affiliation with the IRIN Real Estate Club, I was once interviewed by a local radio station in Albuquerque, New Mexico. It was easier to get this sort of publicity by promoting the club versus my real estate company.

Success Principal #7 - Last (but not least), have fun!
Clubs are a great way to meet people, learn new things, help promote local experts and make a side income. By following the above Principals, I hope you have a good basis for starting a successful club!

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Vince Robertson is the owner of Evergreen Realty, Ltd, founder of the IRIN Real Estate Clubs, a seminar speaker and author. Vince is open to working with individuals around the United States looking to setup local IRIN Clubs in their perspective cities. The IRIN Group can also provide content for your meetings if you desire. For more information, please view our website at www.irin.net or contact Vince Robertson by e-mail at www.irinnm@gmail.com or call 800-871-3320 .

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Quote Of The Week

By President John F Kennedy

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"In the election of 1860, Abraham Lincoln said the question was whether this nation could exist half slave or half free. In the election of 1960, and with the world around us, the question is whether the world will exist half slave or half free, whether it will move in the direction of freedom, in the direction of the road that we are taking, or whether we will move in the direction of slavery."

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This quote is taken from "A Call For Freedom" Bryan Curtis, Editor and Published by Rutledge Hill Press, P.O. Box 141000, Nashville, TN 37214 www.rutledgehillpress.com

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Property Management Article

Rental Property Amenities

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Air-Conditioning, Parking and Other Rental Property Amenities

If you have air conditioned apartments or rental property, whether its central air or window units, make sure to advertise it in your ad, right after you list the number of bedrooms and bathrooms. In a tight rental market, amenities are very important and can be a huge deciding factor for a potential tenant. Other rental properties in your neighborhood will pale in comparison if your list of amenities is better. Potential amenities to include in your rental property advertising include:

- Air conditioning
- Parking spaces included with unit or available for extra fee
- Ceiling fans in the bedrooms
- Dishwasher
- Fireplace
- Disposal
- Recently renovated or rehabbed interior
- Screened-in porch or sun room
- Onsite washers and dryers
- Pool
- Garage
- Garden or backyard common area
- Outside grilling or picnic area
- More than one bathroom
- Microwave ovens
- Storage unit free with apartment

Even if your rental advertisement costs a little extra, be sure to list all the amenities in your rental units. Good tenants are likely to pay more for the perks they desire.

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Vincent Robertson has been a Real Estate Broker and active investor in New Mexico, Colorado and Panama for the past 25 years. Vince is the past President of the ACRE Real Estate Club, the Founder of the IRIN Group, and the publisher of the Realty Investors Digest ®. Visit our web site at: http://irin.net or contact Vince by e-mail at irinnm@gmail.com

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Real Estate News

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New Hydrogen Power Plants Coming To New Mexico

Reported By Vince Robertson July 26, 2009

Another technological first has taken place in New Mexico earlier this month as ground was broken on a $219 million 10 Megawatt hydrogen power plant project in Truth or Consequences in southern New Mexico.

Jetstream Wind, Inc. www.jetstreamwind.com a New Mexico-based energy technology company has announced plans to develop what it calls the world's first utility-scale, zero-emissions hydrogen power plant.

Company officials at a press conference on July 16, 2009 said that their plants, three of which would be in New Mexico, would use wind, solar and other renewable energy sources to produce hydrogen through an electrification process.

Various types of non potable water would be converted into hydrogen and oxygen through an electrification process using the energy created from renewable energy sources most cost effective for the area.

In the first plant, hydrogen would be burned in a turbine to generate enough electricity to power about 6,000 homes. In addition to producing electricity, the plant would also be able to capture and store oxygen and hydrogen in liquid and gaseous forms for secondary markets. One of these secondary markets for hydrogen would obviously be the spaceport under construction just south of Truth or Consequences.

The only byproduct of the process is 76 percent fresh distilled water which is desperately needed in such areas as the middle east countries that produce oil and in doing so pollute the water table.

Two of the other power plants will be built in San Idlefonso Pueblo and Nambe Pueblo in Northern New Mexico and the fourth will be built in Hawaii.

Perhaps Truth or Consequences is worth looking at for future investments in view of this plant and the work that has just begun on the spaceport just to the south of T or C.

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