

“Todd and I have been in many unusual situations in all our travels,” says Danielle. “But building this business from the ground up has been one of the strongest bonding experiences ever.”

“I think our ‘life dream’ turned into our ‘real estate dream,’” adds Todd. But with seven years of hard work behind them, including lots of late nights and early mornings (negotiations can be complicated when there’s a full 15 hours’ difference in time zones!), they remain committed to love, life and the business of real estate investment.

Down the road, they envision a family home in Edmonton (near Danielle’s parents in Leduc), an island home on Vancouver Island (where they lived for seven years before moving to Japan) and the financial freedom to travel with their future children (whose grandparents hail from Barbados, South Africa and Scotland).

Topping that list, however, is a business goal that makes all the rest possible. “First and foremost, we want to make our JV partners successful,” says Danielle.



Don Campbell’s Observations

There is an old and very wrong theory that floats around unsophisticated real estate investors, and that is to make sure you invest only within a one-hour driving radius from where you live. Well, if that were true, Todd and Danielle would be having a tough go of it rather than creating the amazing results they have so far.

What would happen if the region, encompassed in that one-hour radius, had poor investment fundamentals? Are you supposed to invest anyway, or on the other hand not invest in real estate at all? I don’t think so. The key is to find a region that has strong economic fundamentals, no matter how far a drive, then find or develop a system that will allow your money to work harder in that region than you do.

Todd and Danielle teach us a lesson that we should all pay attention to even if we do happen to be investing right in our own backyard. That lesson is to develop systems and relationships to support your investment business. Just because you may live within driving distance doesn’t mean you have to do all of the day-to-day work and nor should you. Your focus,

like Todd and Danielle’s, is best applied to building the key relationships in your business and finding properties to invest in.

Distance can also be your friend. Not having easy access to the property keeps you from continually driving by and obsessing about every little detail. Distance also forces us not to fall in love with a property just because of the way it looks. Both of these mistakes can lead us to make poor decisions. When distance enters the equation, investors are forced to look at the number and the numbers only, thus forcibly removing emotions from the equation.

Find ways in which to make your money work harder than you do by finding regions with strong economic fundamentals, no matter where they are located in Canada. Then once you identify the region, develop the relationships and follow a proven system to make it work.

ACTION STEPS

1. If you could invest your money in any property in any part of the country, where specifically would that be?

2. Are some of your current real estate investments located in this region?

3. If you’re not sure of the answer to number 1 above, what unbiased resources will you tap into to find the answer?

