

Buy Low, Sell High

*Sage advice, why do
so few follow it?*

There are many ways to make and lose money - many theories, strategies, and approaches. All these theories, strategies, and approaches have done exactly that - helped people make and lose money.

One exception; I don't see how buy low and sell high ever helps people lose money.

Is there anyone out there that thinks commercial real estate is at a high right now?

There are those out there that think the market is at or near the low, but they may not be 100% correct. Even so, don't you think we are in the relative range of low vs. relative range of high? It's about two things: timing and trying to hit it at absolutes. Those that study the market, be it real estate, stocks, commodities, etc., know trying to hit the timing of absolute low or high is fool hardy. However, many have had great success in studying trends and making decisions based on them.

I know an investor that sat out during the late 80's and early 90's waiting for better

times, when in fact he should had been investing. I know other investors that got caught up in the frenzy of the early 00's when it was clear we weren't at or near a bottom and invested heavily, much to their distress.

A case for investing in commercial real estate now can be made based on the following: timing, not being at or near the top, available credit at record low rates, few in the market bidding up prices, low construction and its re-entry being delayed until much higher rents can justify a resurgence, the basic fundamentals commercial investing. If you were to invest in the residential apartment markets you would also find that rents have continued to grow even in these last 5 years.

So, I guess the question I want to ask investors is: "Do you want to buy low so you can sell high down the road or do you want to wait, get caught up in the future feeding frenzy and leave all your profits on the table?" This is certainly a question worth pondering.

There are many good investment opportunities out there for those seriously looking. Call us.