

Disrupting
REAL ESTATE
Coverage in
DALLAS

*More than 90 industry experts share
their on-the-ground insights as bloggers
for D Real Estate Daily.*

FORBES.COM HAS GOTTEN A LOT of attention lately for its “disruptive” approach to journalism, moving away from a “top-down, one-to-many, Voice of God” reporting model to one that relies on the expertise of more than 1,000 contributors. It’s exactly the approach we took when we launched D Real Estate Daily back in 2011. We invited industry pros to write for the site because we wanted to create a community of voices and allow readers to benefit from the experts’ experiences and insights. Instead of getting a reporter’s take on the evolution of live-work-play communities like CityLine, for example, D Real Estate Daily readers get the perspectives of a national authority on the trend: Bob Morris, president and CEO of Dallas-based Corgan. The latest scoop on North Texas’ blistering-hot multifamily market comes from another national expert, Brian O’Boyle, founding and managing director of Apartment Realty Advisors’ Dallas office. From Mike Ablon of PegasusAblon to John Zogg at Crescent Real Estate Holdings, our lineup has grown to include more than 90 contributing editors—experts who represent both sides of the negotiation table and a variety of sectors (office, industrial, retail, multifamily, and land), as well as finance, site selection, economic development, and real estate law. Excerpts from some of their 2014 posts appear on the following pages. A full contributing editor directory starts on page 42.

by **CHRISTINE PEREZ**
photography by **SOHOSTORY**



The Millionaire Broker in the Office Next Door

A LOT OF SAVVY commercial real estate brokers have very quietly amassed a lot of personal money. But how did they do it? Here are a few suggestions for creating long-term wealth in this business:

- Make a plan with realistic goals and stick to it.
- Save the majority of your big commission check. Keep some in cash, invest some, and put the rest into a retirement account.
- Manage your cash for bad times and big purchases. With cash, try to save at least two to three years of living expenses. Keep money for big purchases separate from your reserves.
- Buy insurance. If your company doesn't offer it, buy disability insurance on your own. You should also have life insurance and liability insurance.
- Don't buy or lease an expensive new car. If you want a high-end car, buy a used model. And here is a word of advice from my mother: "Never drive a car that's nicer than your boss' or your clients."
- Don't buy an expensive house that you can't afford. Get one that's below your income-to-debt ratio, so you can easily make payments and have money for repairs and maintenance.
- Pay off your mortgage as quickly as possible. Not having a mortgage is a huge relief during one of the evitable downturns in commercial real estate.
- Eliminate debt. College loans and credit card debt mean that your valuable income is going toward interest payments and not savings or purchases of something you really want.
- Invest in your health. If your company doesn't provide health insurance, purchase it. Have a doctor who helps you maintain your health and who is available when you get sick.
- Invest in your career. Go beyond completing just the minimal level of education to keep your license. Attend meetings and seminars, join professional associations, and read everything you can get your hands on about the commercial real estate industry. Network with those in your industry and also those who are not. I wish someone had given me all of this advice when I started out in commercial real estate. It would have saved me a lot of sleepless nights during tough times, and put me on the road to my first million a lot sooner.

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