

An interview with **Mr. Aron Gottlieb** Senior Vice President Diversified Capital Lakewood NJ about his upcoming real estate course.



Education is the key to a successful future.

Good morning R' Aron and thanks for your time today, we know that you had an amazing successful course last year with 100's of Heimishe Yungeleit who took the course and some of them I hear are doing very well, can you give us a basic overview of what the course covers?

The course is designed to give a basic education to anyone who is or wants to go into real estate. It starts with basics, like terminologies, and it goes into greater detail as well, covering both the concepts and the detailed knowledge that are crucial to succeed in today's markets.

We don't offer any get-rich-quick tricks or magic tips on becoming a millionaire overnight, instead, we provide the much needed explanation of all that a real estate transaction involves, from start to finish.

What made you decide to give the course?

I have heard too many horror stories of people investing their hard earned money into deals with no clear idea of what they are doing. Some told me about getting scammed into different types of get rich schemes, which could have been avoided had they had any education in the field and known anything about how to invest.

For years I have been giving advice for individuals who asked me to review their deals, but I finally realized that they first have to learn the basics in order to know what to look for and how to avoid the deals that are not good. I noticed that the less educated ones, were being shown deals that no one else wanted to touch. That was when I put together the material that I felt that anyone in real estate should know - and the course was created.

Can someone learn from a course on how to invest in real estate?

The outline of the course is to identify the levels of risk associated with investing. Raw land, development, fix & flip, residential, multi-family office retail etc.

Each category has its risks and rewards, its pros and cons, but without the knowledge and

understanding of the industry, people make the mistake of thinking that all investments are the same.

I've seen too many people enter this field and drop out shortly thereafter due to lack of proper knowledge and skills. That's a real shame, because real estate is, has been and always will be a great industry to be in, especially for the heimishe community.

Statistically speaking, and this is true of all areas in life, taking a course on the relevant subject matter will always enable you to succeed to a greater extent than if you just try to wing it.

I feel that any yungerman that learned in yeshiva and can apply his analytical skills to analyzing a deal can succeed in it. They just need to know what they are looking at. Once they can do that, the rest is easier, and investors will help them fund the deals.

What does your course cover and how long is it?

The course is 6 weeks, for 2 & half hours each weekly session. We start with the basic lingo and terms. We move on to the types of properties and selecting an area that you feel comfortable to invest in. We then learn to evaluate the cap rate and the potential return on investment. We teach how to deal with brokers, make offers, and of course, the entire negotiating process and transaction. The due diligence process, some financing pointers, syndication, contract points, closing and then management essentials.

We are currently in the process of creating an online course which will be available in Yiddish or English, so that everyone will be able to take the course, anytime, at their home or office.

That sure sounds like a lot of ground is covered. How do you assist them in remembering all these new details and concepts?

We provide the materials printed on PowerPoint slides and we email a recording every week for them to be able to listen to it as often as they can. We have a call-in hotline as well, for those that don't have email access.

Who typically comes to these courses?

There is certainly an interesting combination of people. We have many parents who are signing their children up, intent on making sure

their sons are equipped with an education, we have yungeleit still in kollel, and even melamdim and magidei shiur. Of course we also have many working people who are looking to invest, and quite a number of professionals who are successfully established in the real estate industry. They just, wisely, want to further their knowledge and perhaps round out their self-taught wisdom with established educational information. In fact, some of the nicest compliments came from people that were much older than me and appreciated the hours of knowledge they acquired and the clarity they now received on topics that they were still only vaguely familiar with.

Sounds very interesting, perhaps there should be a weekly column in the Ami to cover real estate. From my observation, and big part of the heimishe economy, and a large portion of charity, seems to come from people in the real estate market.

That's very true. Real estate has always been a Jewish industry and we happen to live in an area where the market has a lot of potential. On the other hand, deals that are great are not easy to come by, the brokers or sellers are looking to sell them to buyers that they are confident will be able to close and buy the property.

When someone talks to a broker or seller and he is not well versed in the law of the land or the relevant jargon, it creates an obvious and immediate disadvantage to this potential buyer. That's a huge shame, because the individual may be very bright and even have the funds and ability to close. He may though, never get the chance to even look at the deal, due to the brokers unwillingness to believe in him.

Education is the key to a successful future. The heimishe yungerman who has had his intellect sharpened through the rigorous learning in years of yeshiva is the ideal candidate to learn the ropes. It would be prudent for him to learn the skills in an industry that is so ideally suited for a kosher, Yiddish lifestyle.

I greatly appreciate your time today, where can people learn more about the upcoming course?

It's an honor to help, for more information they can check the website www.nyrecourse.com or call 732-534-4702