

## Industry Insights – Real Estate

Real estate is always very simple. You find a good location, it has good market and you have a high probability of being successful. Unfortunately, that's not all there is to it. You got operations, you got financing, you got tax assumptions that are always changing. Staying up on all those trends, what's happening, a lot of them are out of your control. It could be some global activity that happens that causes financing to go up. We have the tax reform that just happened. The return to the investors will plummet if you don't know how to react and restructure your deal.

I'm passionate about real estate because I love the industry and I love the people in the industry. You know these people are risk takers. They're willing to gamble on themselves to get something done. It often takes years before a property goes from an idea to actual reality. I love driving around the city and seeing a building or development in the same hand. I know that developer, here's why this building was built, and here's the purpose and here's why it's gonna be successful. It's very rewarding to be an associate with people and developments like that.

My clients told us that SVA benefits them most just by we don't dabble in real estate, we actually, this is our commitment. We formed this group 30 years ago and I've grown it and have very knowledgeable strong people in the industry. What I don't know, I can go to my peers in the office next to me and I can always get an answer. I don't need to know everything, we have a solid team and between us, we're very strong at what we do.