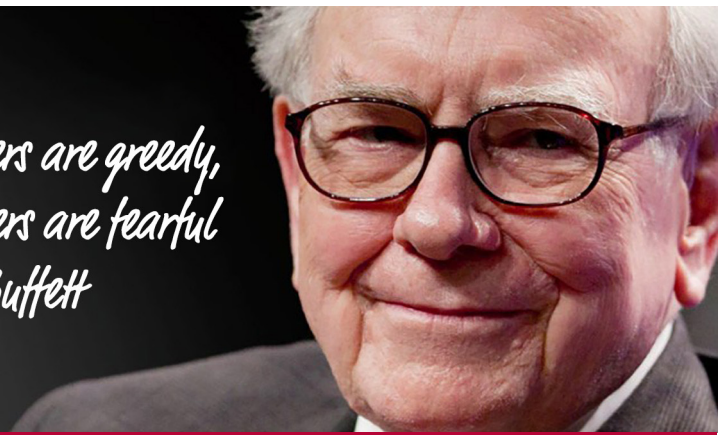


CENTRAL OREGON MULTIFAMILY NEWS



Spring 2020

*Be fearful when others are greedy,
be greedy when others are fearful*
- Warren Buffett



REAL ESTATE INVESTING LESSONS FROM WARREN BUFFETT

As you likely know, Warren Buffett, the CEO of Berkshire Hathaway, made his considerable fortune investing in the stock market. Mr. Buffett has also done well investing in real estate and many of his stock market principals carry over to real estate investing.

So what did Mr. Buffett learn from his real estate investments?

- 1. Buy when most are selling and sell when most are buying.** Mr. Buffett once said, "I will tell you how to become wealthy. Be fearful when others are greedy. Be greedy when others are fearful." Restated, buy when most are selling and sell when most are buying.
- 2. Don't concern yourself about daily valuations.** Warren Buffett bought properties at bargain prices and knew that over time, they would make good investments. "Games are won by players who focus on the playing field," he quipped, "not by those whose eyes are glued to the scoreboard." As he likes to say, "our favorite holding period is forever."
- 3. Property management is often undervalued and underappreciated.** You don't need to be a real estate expert to achieve satisfactory returns, but you do need to turn over management to someone who is well qualified to manage the property for you.

Thanks to Doug Marshall for contributing these Warren Buffett nuggets. Doug Marshall is the award-winning author of Mastering the Art of Commercial Real Estate Investing, and a multifamily mortgage broker with Marshall Commercial Funding. If you need advice on multifamily financing, Doug can be reached at 503-614-1808 or check out his website at marshallcf.com.

The Central Oregon multifamily market remains robust. Vacancy rates are steady and 2019 had modest rent growth. Very few owners are selling and there is heavy buyer demand. Is this a market being driven by fear or greed?

BEND VACANCY RATE: 4.5%
2019 RENT GROWTH: 4.7%

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Call us today to see how we can assist with your real estate needs!



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- Warren Buffett

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