

Diversified Residential and Commercial Services Inc.

The Daily Gardener

VOL. I

Spring 2007

Welcome to the spring issue of Diversified Residential and Commercial Services Inc. quarterly newsletter, "The Daily Gardener", a newsletter for our clients and other Financing and Real Estate professionals. This newsletter is designed to provide updates regarding our company as well as important new developments in our industry.

Why the Daily Gardener? You need to plant a seed every day in order to have enough growing. This way you may live long and prosper.

John Peitler, President

What's New at DRCS

2007 started off and has continued strong. As the company continues its growth we also see some of our new people growing and getting stronger themselves. I commend those of you who have approached this industry as their vehicle to make their goals come true.

The important thing to remember is to learn something new every day, and to grow and develop. The real estate and mortgage industries are always changing and evolving, and we must be flexible enough to change with them.

We have also added in two new investors that specialize in Medical Factoring and Financing. This adds another layer to our vibrant Business Loan Department.

The Small Business Fair at Madison Square Garden in January was a great success for our loan officers. Many new friends and contacts were created that day, and thank you to all who participated at the event.

Industry Watch Dog

Shocking developments in the residential mortgage market occurred this spring as the sub-prime market was hit with many defaults, and foreclosures mounted. This

forced the closing of a few large sub-prime lenders as well as a pull back of many sub prime products. Every few days there is an article in the newspaper discussing the sub-prime dilemma. This dilemma has even become an issue in the White House and Congress. Debates are going on to see if the government will step in to assist the multitude of homeowners who are or may be facing foreclosure due to their inability to refinance. We will continue to watch this situation closely, and hope that the market stabilizes by the summer.

This however, could not be a better time for commercial loans. Some of our investors have increased their loan to values to unheard of limits. We now have 90% and even 97% financing for some commercial products. This opens up the market place in commercial lending to clients who were not able to enter that arena. We look forward to utilizing these new products to help many clients realize their dream of owning a property or business.

For the first quarter of the year rates do seem to remain stable and many industry gurus feel rates will stay constant for a little while longer.

Origination Tips

Spring is a great time for new business. The coming good weather is always a good excuse to hit the road and see where your footsteps take you. It's time to revisit some of those old acquaintances and contacts, which you haven't seen in a while.

With spring in the air people are constantly thinking about fixing up their properties. Look around your neighborhood to see who may be sprucing up their building. Also in spring people tend to take a drive. The weather is nice and you find your self moving about more, so keep a mindful eye on the area's you are passing through and maybe your next deal is staring right at you.

Here are some tips for the warmer weather.

- Look for those "For Sale" sign's. Call the brokers and offer to prequalify their potential buyers for free.
- Look for properties or businesses that seem a little run down, and offer your assistance in helping them secure re-hab financing.
- Realtor's doors are open now, stop in and make a friend. Dropping off a box of doughnuts and a stack of business cards can't hurt either.

- Tax season is almost over. Wait till the end of May and then start looking to your accountant and financial planner for referral business. After the stress of tax season they need a little diversion.
- Keep your eye on the Times and Wall Street Journal, as well as trade publications or recent property transactions. Try to in vision the next “Hot” area.

Remember it is key to be out there, and spring is a time when people are looking to form new relationships. You should be making a goal list and set your sights on developing 10 new referral sources a week. Spring is the time to get out there and be aggressive. Meet with as many people you can and remember the most important asset you have is yourself. Be yourself and your success will shine through.

Recent Transactions

Some of our recent transactions include,

\$ 2,000,000 Refinance approved of a Meat Market in the Bronx, NY

\$400,000 Refinance of an auto repair shop in Brooklyn, NY

Refinance out of foreclosure of a 6 family in Brooklyn

Approval for a Law school to expand their facilities.

Burn the Boats!

I recently came across a great article in an industry magazine that discussed a way to motivate people called “Burn the Boats”. I thought this quite an odd caption so I began reading the article. The article was speaking about motivating one’s self and referenced the Spanish invasion of Mexico in 1519 and how Hernando Cortez motivated his men by “Burning the Boats”.

Cortez had raised an army in Spain by telling them he could do what no other before him could. He had created the vision in the Spanish people that he would be the one to conquer Mexico and bring all of its treasures and riches home to Spain. After assembling and motivating his army, they boarded boats and took off for Mexico. During the voyage however some of his crew became disillusioned with the dream and wanted to return to Spain. They felt that the work was too hard or that the dream was impossible. They just did not want to work for it.

Rather than risk losing every one Cortez dropped off these Naysayers and Quitters in Cuba where he re-supplied his ships before setting sail for the Mexican coast. When he landed he unloaded his troops and before storming into the jungle began to train and coach his soldiers. He even held motivational speeches every night before lights out in order to energize his men. He imparted to his men his dream and his view of success. Then on the day they were ready, he assembled his troops and looked at his men. Instead of delivering a long drawn out speech, about the riches and treasures they would find, said three simple words “Burn The Boats”

With this statement he had raised every ones level of commitment to the highest possible level. There was no going backwards. They would not be able to run back to the boats if they were afraid to fight. The only way that they were all going to get back home was go forward and to succeed. Failure was not an option. Either they were all going to be victorious or die, and as we know from the history books Cortez and his men were VICTORIOUS.

What we see in ourselves sometimes is that it is hard to motivate ourselves. Some deals DO require an exhausting amount of work and just when you think the deal is complete another twist comes along. Sometimes we are faced with rejection and the task of finding new prospects. Sometimes we may question ourselves as to why we are doing this. Maybe I should just get that simple desk job, go for the safe road.

I say, “Burn the Boats”, move forward, do not look back, fight hard and get done what needs to be done. Keep yourself motivated, and keep your eye on the prize. We all have the power inside us to realize our ultimate potential, and I wish to take you all there, together. So again I say “Burn The Boats”. In the end we will all be victorious and our goals will be reached.