

Penny Wise, Pound Foolish

My mother is the Queen of all **DIY**ers. (Do It Yourself)



When she bought her ranch 24 years ago my grandfather, brother and I thought she had lost her mind. She had a vision that none of us saw. Over the years we've participated in many projects there. Most were grand successes and in fact gave her vision beautiful life. Except one, to this day we still look at each other and say "What were we thinking?" The North Barn was used mostly for Mares and their new babies or horses that did not play well with others. We needed to replace 300 feet of fence in that area. My mother decided to buy "horse" fencing that was on sale. After all it wasn't generally visible and the ad indicated it was designed to keep horses in. We soon discovered that not only was it not going to keep her horses in, it wouldn't even keep chickens in. We were bound and determined to make it work. We spent hours in a bone chilling rain and muddy mess trying to get that fence up. It has been my Mom's nemesis ever since. She has spent countless hours fixing and shoring up that stretch of fence. If I had a dollar for every time she said "I wish I would have spent the money to do it right **once**" I would be sitting on a beach in Tahiti now.

Are you thinking about **DIY**ing your real estate project? I can certainly understand why you would think it is cheaper to use internal resources to manage the build out and move to your new space. It is very easy to underestimate the knowledge, time and energy needed to manage a real estate project. When you look at the amount of money you are going spend, it seems like piling on to add project management fees. I bet if you really thought about the value of this investment to your business you would want to take the steps necessary to insure the best results. Would you hire a COO that has no experience managing operations? Would you hire a CFO without a proven financial background?

Most importantly, hiring CoSource and our experts helps insure that you spend the money to do it right **once** and allows your staff to thrive at what you hired them to do...their job.

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