

WINNERS AND LOSERS

The concept of winning and losing is as old as time. We see examples throughout nature as well as organized society. While competitive sports come to mind, we can see winners and losers in all aspects of life, particularly in business. One major difference between business and sports is that in sports, where there is a winner, there are also one (or more) losers. In business, winning and losing is not a zero sum game. In a growing economy, the winners outnumber the losers. In a shrinking economy, losers outnumber the winners.

It is important to note that there are still winners in a bad economy. With the government mandated shutdowns of much of our society, we have seen a shock that has tested many industries and businesses. So how does one go about winning in such an environment? While the list below is certainly not comprehensive, I believe all long-term winners have the following traits:

- 1) Winners are proactive. They don't follow the crowd, and they constantly look for ways to improve performance. Amazon saw the COVID 19 effect not as a one-time shock, but an opportunity to dramatically increase their distribution model. While millions were losing their jobs, they announced they would be hiring 100,000 new employees.
- 2) Winners adapt. Rather than being stuck in the "this is the way we've always done it" attitude, they experiment with new processes, technologies and communication. Observe how many restaurants enhanced and improved their online ordering process, menu offerings, take-out procedures and hours of operation to meet the needs of consumers in lockdown.
- 3) Winners persevere. When everything is growing and comfortable, it can be easy to win. It is in times like these that winners will differentiate themselves. Perseverance embodies many traits such as character, discipline and resilience. I think of the salesman who has been rejected on the last twenty calls. What does he do? If he's a winner, he makes the next call.
- 4) Winners are confident. They have prepared themselves for difficult times, so they are ready when they arrive. They are not prone to panic, nor do they live in fear and self-doubt. Without being arrogant, they trust in their own judgment as well as their seasoned advisers, associates, clients and vendors.

While there is little we can do about the state of the macroeconomy, we can commit to the behaviors and values that make us winners. We hope you are well and will consider Archway for your real estate solutions. We'll be here.