

Now is the Time to Buy, Build, and Educate

We can look at the economic situation as the glass being half full or half empty. However, the position we take shapes our future. Look around you and notice the “glass half full” people...they are the successful people who seize the moment and the opportunity. What does this mean to you?

In a previous article, I discussed the issue about employees who took jobs and didn't make it their CAREER. They thought they were doing the employer a favour to show up to work, let alone on time, didn't engage in active training, and just did the bare minimum to get by. Unfortunately, as I stated, those are the first people to be let go in an economic downturn. But now is the time to have an adjustment of attitude and purpose – decide on a career path, and get back to school to get the education you need to be the employee that is kept. Statistics and demographics show that we will be right back into the need for skilled employees - so be ready. Get educated and “give” yourself to the company you are employed with to become that indispensable asset!

For those who knew this recipe all along, you are weathering the storm. You have a positive attitude, are willing to expand your comfort zone and take on ANY tasks requested, and engage in making the company strong because you know what is good for the company is good for you! You recognize that you must be efficient and productive, for your employer to be able to compete for the job in a highly competitive marketplace. And because you are gainfully employed, your opportunity is now to look at buying your first home, upgrading to a bigger home, or doing those long awaited renovations. With great interest rates, home improvement tax credits, and very competitive pricing, you can't afford to miss this opportunity.

If you are an entrepreneur or a public owner, then now is the time to invest in those construction projects from infrastructure to buildings. After the intense building boom of the last several years, contractors are able to take the time to regroup and get back to efficient and effective practices. Getting back to using experienced staff, which allows the contractors to avoid costly mistakes, has allowed the pricing of construction services to become very competitive. Solid business ventures should take this opportunity to capitalize on that competitive pricing – don't let it slip by!

Be that mother, grandfather, boss, or friend and encourage those around you to seek the education and training during this lull, so they are ready to capitalize on the future and develop a career in construction.

Be that new couple or procrastinator and take advantage of the interest rates and tax credits to buy a new home or renovate the existing one.

Be that business or public owner and seize the opportunity of incredible pricing that is a result of a very competitive marketplace.

The time is now - buy, build, and educate!