



# TRISTAR

## REAL ESTATE INVESTMENT

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March 2014

Are these two concepts mutually exclusive? A friend of mine argued at a recent lecture that there is not a correlation between wealth and happiness above a certain level. Maslow's "Hierarchy of Needs" outlines the basics of psychological need: (food, clothing, shelter) and safety/security needs (housing, employment etc.) as his theory builds to the concept of self-actualization. Many studies have shown that beyond providing for the basic needs of life, more money does not correlate with more happiness. Many would argue that more money creates more problems... but at least you can arrive at your problems in style! Why is this the case, and is there a solution?

### ***Keeping Up With The Joneses***

Media (for marketing purposes) and popular sitcoms would have you believe that concepts like early retirement, home ownership, and a BMW in every garage is not just an aspiration for the 1% but the common right for all of humanity. We are constantly trying to exceed the standards by which society tells us we should live. This in turn creates a tremendous amount of anxiety and a "lack mentality" when, in fact, from a macro perspective, we are living the best of times relative to economic abundance. So how does this relate to investing?

The pressures of society can take a well-thought-out investment plan and increase the expectations beyond previous plans. If you dusted off the goals you established 10, 20, or even 30 years ago, you may find that you're well on your way to or have surpassed your original vision. The long-term approach and the patience that come with this investing style seem to have vanished with the latest technology stock of the day. The stock market goes up and the stock market will go down. It is often difficult to have the patience for a 10% annual return over the long term when the recent surge in the equity markets would have you believe that your retirement plan is being left in the dust. Who can find happiness in investing with that type of anxiety?

### **Is "Happiness" the up and coming trend in the work place?**

Researcher and consultant Shawn Achor has helped lead the positive psychology movement. He studied the habits of hundreds of successful students at Harvard, and then designed and taught the famed Happiness Course that remains one of the University's most popular courses today. Next Achor aims to apply the science of happiness to the business world, showing companies and individuals how to invest in positive thinking and community building in order to boost both productivity and general well-being. His recently released book *The Happiness Advantage* thoughtfully lays out the steps to increasing workplace positivity. He laments that most companies are behind the curve in setting their employees up for psychological well-being, and the momentum may have been stunted in the economic recession. He says, "The idea of investing in the positivity of employees is often low down on companies' priority lists." IBM and other large corporations are catching on to the value-proposition associated with happiness in the workforce, and incorporating agendas linked to creating a positive work place and reaping the benefits.

Experts would argue that true wealth not only comes from monetary gain but also from health, friendships and family, as well as giving back to the community. Not many people on their death beds take inventory of their legacies and wish for higher net worth or more hours logged at the office.

TriStar designed its business model incorporating life/family/work balance as one of our core values. Please be assured that we take our job as general partners and investors very seriously in this competitive market, but we believe that a business approach anchored with the happiness expectation will minimize the anxieties that may lead to poor decisions with alternative agendas. We incorporate community service, internships, and other business approaches to improving the TriStar environment.

We hope you will contact us or visit our website to learn more about investing with us.

Sincerely,

***TriStar Real Estate Partners***