

## Women Leading the way and Leaving a Legacy...

By Sonia Booker

Whether its real estate, wealth building or entrepreneurship, everybody's getting the message. Women and our wealth is the new trend! As women, we have always been the backbone of families, businesses, our lives and now we realize that we are the backbone to the future. There was a recent study done by CBS and the consensus was that women are changing the landscape of the real estate market; single women are becoming homeowners and investors at a rate never seen before.

The question becomes why is this trend and why now? Women are remaining single longer and we are focused on our futures more than ever before. This trend is largely related to women being more educated and more determined to leave our mark on the world and understanding investing in the American Dream is key to making this a reality.

I have always believed in real estate. I have had a clear understanding of how it works as long as I can remember, and one thing that I knew for sure is if I were going to begin building some "real" wealth, real estate would be the guiding force to making it happen. I grew up in a family that believed in owning and investing in real estate as well as the importance of entrepreneurship, which made for an interesting upbringing. It was simple: invest in things that you understand and that you have control over.

Investing your money in real estate requires an understanding of the market and of what your potential earnings can be as well as the risk associated. It's the same for entrepreneurship. I have always chosen to chart my own course by performing a beneficial service that I understand and was good at. I can control who I do business with, when I do business and how I do business.

The ultimate freedom is when you are doing something that you love and making a good living at it; you hardly ever feel like you are working. Remember, in order to build your wealth, you must focus your attention on things that you understand and that you have control over, and the ultimate freedom can be yours – Wealth!

### Something to start with (put a check by each item that you have in place):

1. How do you see your financial future? Are the basics in place?
  - a. Wills
  - b. Trusts
  - c. Insurance
  - d. Emergency savings
  - e. College education
  - f. Retirement plans
  
2. Are you readily seeking information to put the basics together in your life?

~Sonia Booker; Entrepreneur and author of *Real Estate and Wealth: Investing in the American Dream* (Ithaca Press). Visit her website at [www.soniabooker.com](http://www.soniabooker.com)