



Marc Hoffmann

Marc Hoffmann is always looking toward the future.

By asking questions about what's most important, Marc helps create a motivating picture of the future and a plan for moving forward.

With over 25 years of experience working in and with Real Estate Clients, Marc has gained respect from not only his peers but also industry thought leaders in the Real Estate Education space.

A gifted communicator, trainer and coach, Marc received his training background from the corporate training environment as a technical trainer in Information Technology. A graduate of University of Minnesota, Marc has always had a knack with connecting with people. Marc has the unique ability to explain and teach complex topics in a simple, clear, and easy to follow fashion.

Marc started to develop his entrepreneurial skills at an early age when he went door-to-door selling holiday wreaths for his local Cub Scout Pack. He caught the entrepreneurial bug early and in college launched his first business, an ice cream company. Through these early pursuits, Marc learned important lessons about the value of a customer, watching the numbers, inventory management, personnel, and balancing

municipality roadblocks to small-business success.

Marc is passionate about helping others and making a difference.

In his coaching and consulting business, Marc helps individuals gain clarity and focus to their end goal while building skills that help them grow as entrepreneurs.

Marc's passion for helping others grow, shows up in his business, Lakes Area Home Investments, where he helps his clients exceed their investment goals exponentially. Marc offers investment clients double digit returns and creative solutions to their real estate challenges.

"It all begins with the seller. One of my intentions when I meet with and talk with a new seller is to be present and really listen them. Everyone has a story and I want to understand before I can even begin to provide value. They will tell you how to sell them" says Marc, adding, "Most of time we can help in one way or another and that is truly my passion – helping find a solution that works for both parties."

Marc is well aware of the dangers that come with being an entrepreneur. "I've had my share of failures. Fortunately, there's a credo that I subscribe to which has helped me get through some of the rougher periods of my career," as Marc thinks back to the Real Estate collapse of 2008. "My Success is not measured from the number of times I fail, but by the number of times I succeed. And, that number is in direct proportion to the number of times I fail. I will not treat failure as failure unless I choose to give up, for success is not given to me. I will succeed because I choose not to give up."

If he's not working, Marc is probably outdoors. In the winter, he can either be found cross-country skiing or snowboarding. In the summer, he spends time on one of the 10,000 lakes in Minnesota fishing, skiing, or boating. He also loves to bow hunt and bird

hunt with his 2 black labs. "Elk season is just around the corner - I need to prepare!", says Marc as he grabs his bow on the way to the backyard. "Great moments come from great preparation. If that elk provides a shot, I can't say I wish I had practiced more. That's the wrong time to get prepared. Professionals practice off the field."

For all he's accomplished while doing the work he loves, Marc is happiest about the personal balance he's maintained throughout: "I've been able to continue to pursue my love of the outdoors" he says. "Being an entrepreneur is more about lifestyle for me than working all the time. Being an entrepreneur doesn't mean you have to give up your life, just the opposite. It's helped me create the life that I've always wanted.

One of the things I'm most proud of is how aligned my business is with who I am and what my gifts are—and that was by design."



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