

PIPELINE

piring systems inc.

Commercial/Industrial/Institutional Mechanical Contractors

Volume 1, Issue 4



Swimming With The Sharks!

In June 2013, while attending a GKIC Super Conference in Orlando, I had the pleasure of meeting real estate celebrity Barbara Corcoran. GKIC stands for Glazer Kennedy Insider Club, a group that provides marketing resources to small businesses. I first learned about Barbara Corcoran when a friend sent me a copy of her book, *Shark Tales: How I Turned \$1,000 into a Billion Dollar Business*.

I have to be honest; before reading her book, I had never watched “Shark Tank”—did not even know what it was about, and I wondered what this lady was going to teach me about business. Once I began reading the book, though, I could not put it down. What an inspiring lady! So, imagine my delight when I found out she was the keynote speaker at the conference. Off I went to Orlando to hear Barbara tell her story in her own words.

She began by telling us that she grew up in Edgewater, N.J., the second oldest of 10 kids. She went to Catholic school, and joked that it was an accomplishment for her to make straight D’s, making the point that “there’s always a dumb kid in school who thinks grades have something to do with what you end up doing in life. They don’t. It’s street smarts that helped me succeed.”

After college, she met a future boyfriend, Ray Simone, while waitressing at a diner. He loaned her \$1,000 and, in 1973, they started a business together called Corcoran-Simone. She became a rental agent in Manhattan and, from there, did almost everything there is to do in real estate, from renting properties to selling one of the most expensive buildings in Manhattan owned by Donald Trump.

From that initial \$1,000 investment, Barbara built The Corcoran Group, a \$6 billion business she eventually sold for multi-millions.

Having seen her in person made the TV show “Shark Tank” come to life for me. I can see how the way she interacts with others on the show translates into how she must have operated as a businesswoman in her real estate firm.

Sometimes contrarian in her choices of whose idea she will invest in, Barbara has made some wise and profitable investments on the show. I’ve learned many lessons from her—the most important being that swimming against the tide can be very beneficial.

Be efficient with your time, and trust us to be efficient with your piping



PSI’s Pauline Lally (left) with real estate legend Barbara Corcoran.

project. I promise in the long run, you will be thrilled. Visit our website, www.PipingSystemsInc.com to read how we help our customers solve their piping problems.

—Pauline L. Lally