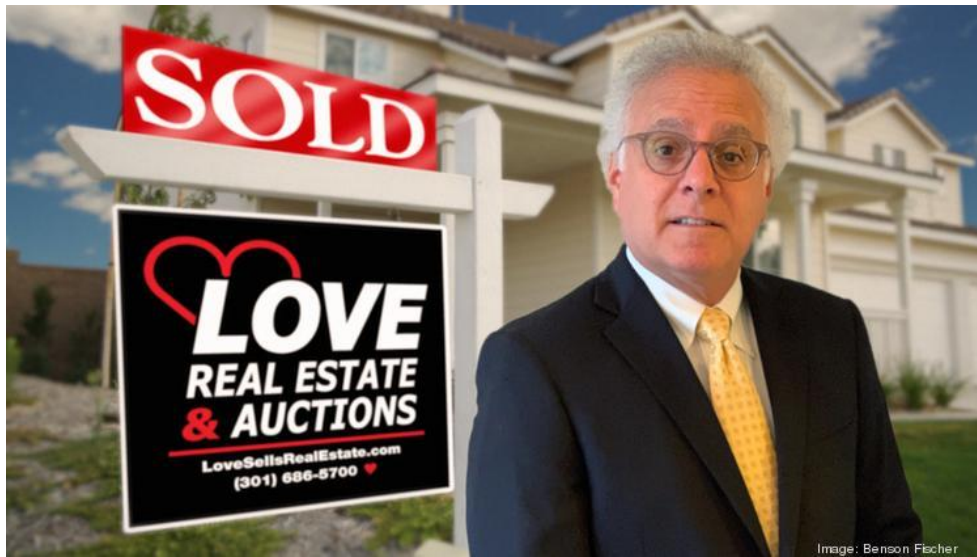


2020 driving you to Canada? Potomac's Benson Fischer, of Love Real Estate & Auction Co., is counting on it.



[Enlarge](#)

Benson Fischer owns Love Real Estate & Auctions.

By [Michael Neibauer](#) –Managing Editor, Washington Business Journal-September 21, 2020

[Benson Fischer](#) owns Potomac's [Love Real Estate & Auction Co.](#), but his resume is long and varied, having ventured into everything from Benny's Restaurant Bar and Montgomery Distributors Inc. to Coin X Change LLC and Yummy Yogurt.

What does Love Real Estate & Auction Co. do? We only represent sellers of residential and commercial real estate. Our focus is twofold. We specialize in accelerated real estate sales for mainstream or non-distressed, medium and luxury priced residential properties and all price ranges of commercial property utilizing several sales platforms. We also handle all aspects of managing, inventorying, and liquidating the assets of an estate. Our goal is to sell properties in 30 days or less with no contingencies and obtain the highest possible sale price and the maximum amount of net proceeds at the closing. We know that the amount of the net proceeds at the closing is more important than the sale price itself.

Are real estate auctions only for distressed properties? Real estate auctions are not just for distressed properties and never have been. Banks and lenders use the auction process to sell off foreclosed property simply because it is the most efficient way to sell real estate and always produces higher net proceeds at the closing than the traditional sales method due to the auction deal structure. The cost for a seller to sell by auction is far less expensive and far more efficient than the traditional sales method.

How's business amid the pandemic? The pandemic has caused an exodus from the cities to the suburbs where there is not a lot of inventory in this market. As a result, the D.C. suburbs have become an extremely "hot sellers" market, which is the absolute best time to auction a property. We have all heard someone say that they sold their home in one or two days. Well, that tells me that it was sold too cheap. If a buyer snapped up the property that fast, you could bet dollars to donuts that other buyers would have paid more.

Tell us about your three TV commercials currently airing. Every presidential election we all hear about a bunch of celebrities threatening to move to Canada if their candidate does not win. I have always rolled my eyes and laughed when I have heard this ridiculous statement, but this time, it caught my attention as I was planning to run some TV commercials to attract people to Love Real Estate & Auction Co. who wanted to sell their property. I thought it would attract attention and make a very memorable TV commercial, therefore, I used the lead-in line, "If Trump wins the election, I'm selling my house and I'm moving to Canada" for the commercial airing on CNN. The balance of the commercial provides information about Love Real Estate & Auction Co. For the commercial airing on Fox News, I used the same lead-in line, but substituted Trump with Biden. We also have a third commercial that asserts, "I don't care who wins the election, I'm moving to Canada," running on the internet and streaming services.

CNN Commercial - <https://www.youtube.com/watch?v=hYxIjoR1Ack>

Fox News Commercial - <https://www.youtube.com/watch?v=HP1gjrgegLM>

Digital (neutral) Commercial- <https://www.youtube.com/watch?v=5oBOggm4BPQ>

Given your work with restaurants, what's your take on the industry's future amid the coronavirus? I believe large full-service restaurants are and will continue to take the biggest hit and many will not survive. Over time, the survivors will reincarnate themselves to have a smaller footprint and become more efficient with carryout and delivery programs. The quick-service restaurants, delivery operations and carry-outs are flourishing in the pandemic. In fact, many of these operations are generating more sales during the pandemic than ever before.

You've created dozens of businesses. Have there been any failures that you've learned from? After operating dozens of restaurants, I bought a large manufacturing company, Montgomery Donut Co., out of bankruptcy in 2001. After 18 months of working like a dog, and losing money, I realized the business could not sustain itself and I would have to shut it down and lose my investment and more. I dodged a big bullet because a blizzard hit the area and collapsed the roof on the 24,000-square-foot production facility, destroying the building, the production equipment, and the business. As luck would have it, I had plenty of insurance! The lessons I learned: running a huge bakery operation was a lot different and harder than operating restaurants, which is no walk on the beach. Therefore, stick to what you know and make sure your insurance is paid up!

How do you decide what to do next? My career has primarily been focused on commercial and residential real estate and restaurants, along with food and beverage manufacturing and distribution. I have been in both businesses simultaneously for years. I consider myself part entrepreneur and part opportunist and when I see an opportunity, I do my research and then execute my plan.