

# The Bull in the Road

Value is dependent upon various determinants. In real estate, for example, it is defined as "location, location, location."

One's point of view, however, is always critical in assessment of value. For example:

The driver of a pickup truck rapped at the door of the farmhouse and asked the farmer, "How much is that old bull out there on the road worth to you?"

The farmer replied with a question of his own. "It depends," he said.

"Are you the tax assessor, do you want to buy him, or did you run him down with your truck?"

As you approach any task, service or product exchange, knowing as much as you can about those with whom you are engaged will be of substantial benefit.

--Beecher Hunter