

The Most Valuable Real Estate In The World | Ask DS

author:



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Synopsis

People spend a lot of money to buy nice land. They want to be in a good neighborhood with good schools. They want to have a beautiful view. Just look at what happened during the pandemic when people rushed to outbid each other for houses outside of major cities—because they wanted safety and space and change of scenery. For centuries, armies have clashed over territory—some of it valuable, some of it not—willing to pay in blood for control over a piece of dirt.

Meanwhile, some of the most valuable real estate in the world sits, ignored. What’s that? We referred to it in *The Girl Who Would Be Free* as “the empire between your ears.” How many people spend an enormous amount to keep up their estates, but then let their brain fall into disrepair. How many of them protect their property, as Seneca said, but let people waste their time or influence their choices?

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