

Chris Vrame Debunks 5 Myths About Real Estate Development and Big Projects

Sacramento entrepreneur and real estate developer Chris Vrame is helping people separate common misconceptions from practical realities about development, innovation, and long-term projects.

Sacramento, California Jul 28, 2026 ([IssueWire.com](https://www.issuewire.com)) - Entrepreneur and real estate developer **Chris Vrame** is encouraging people to rethink several common misconceptions about real estate development and entrepreneurship. Drawing on decades of experience in hospitality, sports innovation, and community development, Vrame says many people misunderstand what it takes to move an idea from concept to completion.

"People often see the finished project," Vrame says. "They rarely see the years of planning, approvals, revisions, and problem-solving that happen first."

Below are five myths Vrame believes deserve a closer look.

Myth 1: "Great projects happen quickly."

Why people believe it:

Completed developments, successful businesses, and new community spaces often appear to come together overnight because the public usually sees only the finished result.

The reality:

Major development projects frequently require years of planning, permitting, design, financing, and construction before opening.

According to the National Association of Home Builders, obtaining permits and regulatory approvals can represent a significant portion of a project's timeline before construction even begins.

"I've never been interested in chasing quick results," Vrame says. "The projects that matter usually take years to come together."

Try this today:

Choose one long-term goal and break it into three small actions you can complete this week instead of expecting immediate results.

Myth 2: "If a property has been sitting vacant, it has no value."

Why people believe it:

Empty land or stalled developments can look forgotten, making people assume nothing productive will happen there.

The reality:

Many successful redevelopment projects begin with properties that have experienced years of delays due to zoning, planning, or infrastructure issues rather than poor location.

Vrame experienced this while redeveloping the Lakeside Business Park and Residential Planned

Community in Elk Grove.

"When I first looked at the property, it felt like time had stopped," he says. "The plans existed, but nothing was moving."

The completed project now includes more than 300 homes along with offices, restaurants, and service businesses.

Try this today:

Instead of judging an opportunity by its current condition, ask what obstacles might be preventing progress and whether they can realistically be solved.

Myth 3: "Innovation always means inventing something completely new."

Why people believe it:

People often associate innovation with groundbreaking inventions or entirely new industries.

The reality:

Many successful ideas improve existing experiences instead of replacing them.

Vrame's work on The Tasting Room in Chicago focused on allowing customers to sample more than 100 wines by the glass before purchasing, while Arena Softball adapted traditional baseball into a faster-paced indoor format.

"Innovation doesn't always mean inventing something completely new," Vrame says. "Sometimes it's about improving the way people experience something."

Research consistently shows that many successful products and services are incremental improvements rather than entirely new inventions.

Try this today:

Think of one everyday task that frustrates you and identify one small change that could make it easier.

Myth 4: "Big ideas succeed because of inspiration."

Why people believe it:

Stories about successful entrepreneurs often focus on the original idea rather than the years of execution that followed.

The reality:

Execution is what determines whether an idea succeeds.

Research on project management consistently shows that planning, communication, and disciplined execution are critical factors in successful projects.

"Most people have ideas," Vrame says. "The challenge is staying committed long enough to turn them into something real."

Try this today:

Spend 15 uninterrupted minutes moving one unfinished project forward instead of planning a new one.

Myth 5: "Development is only about constructing buildings."

Why people believe it:

Most people notice new buildings but rarely see the planning that supports them.

The reality:

Successful development also involves transportation, utilities, zoning, community needs, business planning, and long-term maintenance.

Mixed-use developments, which combine housing with commercial space, are increasingly recognised for supporting local businesses and creating more connected communities.

"You're helping create places where people build their lives," Vrame says. "That's something you have to take seriously."

Try this today:

Take a walk through your own neighbourhood and notice how homes, businesses, parks, schools, and services work together to support daily life.

If You Only Remember One Thing

Big ideas rarely succeed because someone had a brilliant moment. They succeed because someone stayed committed through the slow parts. Whether you're starting a project, improving your community, or pursuing a personal goal, steady progress usually matters more than dramatic breakthroughs.

Share the Myths and Try One Tip Today

Chris Vrame encourages readers to share these five myths with friends, colleagues, students, and aspiring entrepreneurs who may be working toward long-term goals.

Then choose **one practical tip** from this list and put it into practice today. Small, consistent actions often become the foundation for meaningful progress over time.

To read the full interview, visit the website [here](#).

About Real Estate Development and Community Growth

Real estate development extends far beyond constructing buildings. It includes planning communities, working through zoning and infrastructure requirements, supporting local businesses, and creating places where people can live, work, and connect. Thoughtful development requires patience, collaboration, and a long-term commitment to meeting the needs of growing communities.

Contact:

Info@chrisnicholasvrame.com

Media Contact

Chris Nicholas Vrame

*****@chrisnicholasvrame.com

<https://www.chrisnicholasvrame.com/>

Source : Chris Vrame

[See on IssueWire](#)