



Maverick Real Estate Investing: The Art of Buying and Selling Properties Like Trump, Zell, Simon, and the World's Greatest Land Owners

By Steve Bergsman

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The Ultimate Guide to Buying and Selling Property Like the Experts

How do the world's most successful developers--from Donald Trump to Sam Zell--make the most of every real estate transaction? The answers are found throughout *Maverick Real Estate Investing*. In this one-of-a-kind book, you'll learn the secrets to making a good deal, using other people's money, establishing cash flow targets, finding the best locations, getting top legal and tax counsel, overcoming negative responses, selling at the right time, and much more. It's must reading for every aspiring real estate titan, and will give you the tools necessary to make every deal a profitable one.

"Steve Bergsman's profiles of some of the most successful investors of our time give an illustrative and illuminating insight into how the best in the business have consistently managed their risk . . . and raised their returns. If you want to make it in the competitive world of real estate investing, read this book!"

--Dale Anne Reiss, Global and Americas Director of Real Estate, Hospitality, and Construction Services, Ernst & Young

"For the novice--and even the experienced--investor in real estate, Steve Bergsman's book contains lots of worthwhile ideas. Better still, it clearly explains how to implement them. Easy to read and insightful, it's one of the better how-to investment guides around."

--Richard Rescigno, Managing Editor, Barron's

"I have been reading Steve Bergsman's insightful real estate reporting and commentary for over a decade. He is one of the best real estate writers in America, as evidenced by his captivating analysis in *Maverick Real Estate Investing*, where he melds personalities and investing principles into a very good read."

--Jonathan L. Kempner, President and Chief Executive Officer Mortgage Bankers Association

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Editorial Review

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From the Inside Flap

Without question, more wealth has been created through real estate than almost any other asset class. But while successful real estate investors make their endeavors look easy to the casual observer, looks can be deceiving. The truth is, for those with limited real estate investment experience, entering into this arena can be confusing as well as costly.

That's why you need *Maverick Real Estate Investing*. This book will show you how to buy and sell property like the experts. By listening to some of the world's most successful real estate Mavericks- those you'll meet in these pages- you'll uncover a plethora of valuable, time-tested advice and strategies to help you make the most of any real estate transaction.

Maverick Real Estate Investing introduces you to a group of innovators who have built substantial fortunes through astute deal making and visionary thinking. Some- like Donald Trump, Sam Zell, Eli Broad, Paul Reichmann, Samuel LeFrak, and Melvin Simon- are well known. Others- including Walter Shorenstein, Hamid Moghadam, Gerald Hines, John Kukral, and Stuart Hornery- keep a much lower profile, but have enjoyed similar success.

You'll learn what sets these Mavericks apart from the rest of the pack, and see how to apply their proven principles to your own real estate deals. Among other things, this book reveals the secrets to:

- Making a good deal
- Using other people's money
- Establishing cash flow targets
- Finding a nearly perfect location
- Getting good legal and tax counsel
- Overcoming negative responses
- Selling to your advantage

Each chapter in *Maverick Real Estate Investing* examines these and other rules for success, while giving you specific examples of how they have been effectively applied over the years by the Mavericks themselves. While the first part of every chapter looks at the theories behind each guideline, the second half provides a brief biography of the colorful career of the Maverick or Mavericks who best demonstrate the particular axiom in action. That way, you can see how these moguls began and were able to expand their respective companies into the powerhouses they are today.

It's often said that real estate is about the only sure investment a person can make. This couldn't be further from the truth. Real estate is- and always has been- a gamble. With help from the Mavericks, you'll be able

to stack the odds in your favor. Maverick Real Estate Investing will put you on the right path by giving you the knowledge you need to reduce the risk of buying and selling property, while improving your chances for making every deal a profitable one.

Users Review

From reader reviews:

Bruce Jones:

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Richard Valadez:

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