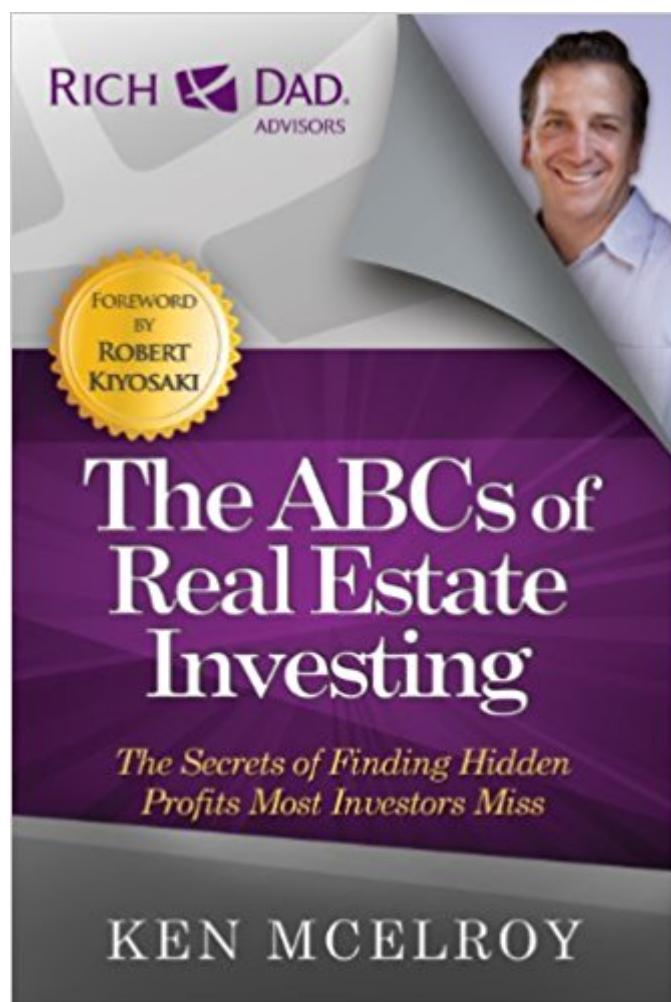


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# The ABCs Of Real Estate Investing: The Secrets Of Finding Hidden Profits Most Investors Miss (Rich Dad's Advisors (Paperback))



## **Synopsis**

This book will teach you how to: - Achieve wealth and cash flow through real estate- Find property with real potential- Show you how to unlock the myths that are holding you back- Negotiating the deal based on the numbers- Evaluate property and purchase price- Increase your income through proven property management tools

## **Book Information**

Series: Rich Dad's Advisors (Paperback)

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## **Customer Reviews**

Ken McElroy, Principal and Co-Partner of MC Companies, has over 26 years of senior level experience in multifamily asset and property management, development. Having purchased over \$400 million in real estate in the past two years, Ken brings a unique property management perspective when estimating a property's potential value. Ken oversees the company's asset portfolio and leads the day-to-day operations including financial and operating analysis, investor relations and business development. An industry veteran, Ken has served in leadership roles in multi-family asset and property management for more than 26 years. He is also an expert in development, project/construction management, investment analysis and acquisitions/dispositions, as well as business development and client relations. MC Companies is a full-service real estate investment and property management group that since 1985 has developed, built and managed multi-family housing communities. Its current portfolio includes units in Arizona (Phoenix, Tucson, Goodyear, Scottsdale, Green Valley, and Sun City); Las Vegas, Nevada; Portland, Oregon; Oklahoma (Oklahoma City and Tulsa) and Texas (Austin, Dallas, Houston, Plano, and San Antonio).

&#147;The MC Companies combined core strengths create value and is the foundation for the company we built. For us, a culture of partnership isn't something we hang on the wall. It's something we actually live minute-by-minute when we bring on a new property management contract, run the numbers on an apartment community we're thinking about buying or map out the strategic direction for our company in the coming year. It's our mutual respect, our respective talents and our combined actions that come into play and create our commitment to Sharing the Good Life with our families, friends, investors, employees and our family of community residents."

An excellent example of the helpful financial audios produced by Robert Kiyosaki's Rich Dad company, Garrett Sutton's can-do lesson is an excellent lesson on how to rise above debt. He provides a largely sympathetic lesson on why people dig such holes for themselves and why creditors let them. The information is nicely condensed and includes illustrations that people at all intellectual levels will connect with. The writing and the matter-of-fact reading are proactive--he doesn't celebrate or condemn anyone's goofy money decisions. Know yourself, get your attitudes and behavior under control, and then use the author's formulas and action steps to wrestle your credit report, account by account, back into something respectable. T.W. © AudioFile 2005, Portland, Maine-- Copyright © AudioFile, Portland, Maine --This text refers to an out of print or unavailable edition of this title.

Has some great practical beginners guidance. It felt more geared toward smaller properties for residential investing but ended up talking about large properties in all of the examples so not really useful in the last few chapters if you're investing in 4 units or less.

Great Real Estate Knowledge from this book! Packed with tangible advice that can be immediately put to action! Geared more towards commercial property all the information is made simple for newbie investors or season vets to understand! Definitely a must have if you're looking to purchase from 5 units to large apartment complexes!

I listened to a few interviews with Ken on the Rich Dad podcast. It inspired me to read his book. Very informative and helpful. Reading books like this written by successful people in the real estate industry can only increase my chances of success. I believe this book has put me on the right track to real estate entrepreneurship.

I bought this with several other books that I'm reading. Shipment was timely and I'm a big fan of the whole Rich Dad book series.

brilliant

good!

Unlike many of the Rich Dad books, this one's OK (based on facts and not full of dangerous or outright illegal recommendations). It gives a decent overview of how to evaluate good vs. bad investment opportunities. It recommends a sound, logical strategy for negotiating with sellers (i.e. disregard the seller's asking price and calculate what price makes sense before you make the offer.) However, this book is not comprehensive, and you will need to do further research on specific topics--e.g. buying "leper" properties (probate/foreclosure/title problems/etc), commercial vs residential, buying for short-term (flipping) vs long-term (cash-on-cash return), etc.

Ken changed the way I think about rental real estate investments and provides a lot of advices that will save you money in the long run. Every chapter contains practical actions to do in order to implement what you've just learned during the chapter so the content will sink in.

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