

Trump Strategies For Real Estate

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General Information Type: Ebook Publisher: JOHN WILEY & SONS, INC. Pages: 252 George H. Ross (Author), Donald J. Trump (Foreword), Andrew James McLean (Contributor) Product Notes Trump Strategies for Real Estate offers unbeatable insider advice for every serious real estate investorbeginners and old pros alike. For more than twenty-five years, author George Ross has been one of Donald Trumps chief advisors and intimately involved with many of Trumps biggest real estate deals. Now, Ross teams up with bestselling real estate author Andrew McLean to present Trumps real estate investment strategies so that even small investors can invest like Trump. Youll learn how Trump identifies potential properties and how he finances, negotiates, and markets his big deals. Not everyone has Trumps money or name, but everyone, even you, can use his tactics and strategies to win big in real estate. From the Back Cover Donald Trump is the world's most famous real estate billionaire. Now, George Ross, Trump's closest advisor for twenty-five years (and co-star of The Apprentice), reveals the core real estate investing strategies that made Trump so successful. More important, Ross shows how the average real estate investor can use the same creative techniques to dramatically boost profitseven on a fixer-upper or a single-family house. Drawing on his unique insider perspective, Ross explains Trump's strategies for: *

- * Combining "location" with "innovation"
- * Adding "sizzle" and glamour to any buildingwithout wasting money
- * Making buyers and tenants eager to pay higher-than-market prices
- * Financing deals, marketing real estate, and managing properties
- * Plus, tips from Ross on how to apply the same negotiation techniques he uses to close Trump's biggest deals

Trump Strategies for Real Estate presents an in-depth look at the creative thinking that took Trump to the top. Whether you're an experienced real estate investor or a novice, you'll make more money on your investment if you use the proven strategies of a real estate billionaire. About the Author George H. Ross is co-star of the hit TV show the Apprentice and executive vice president and senior counsel for the Trump Organization. Previously, he was a real estate attorney, private investor, and senior partner at a major law firm. He has served as business advisor, legal counsel, and negotiator for leading real estate owners and developers in New York City for 50 years. He cofounded a radio station business in New York City for 50 Years. He cofounded a radio

station business that he sold for millions of dollars. Ross also teaches negotiation at NYU's School of Professional Studies and Continuing Education. Andrew James McLean is the co-author of seven books, including the best-seller Investing in Real Estate, Fourth Edition (Wiley).

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