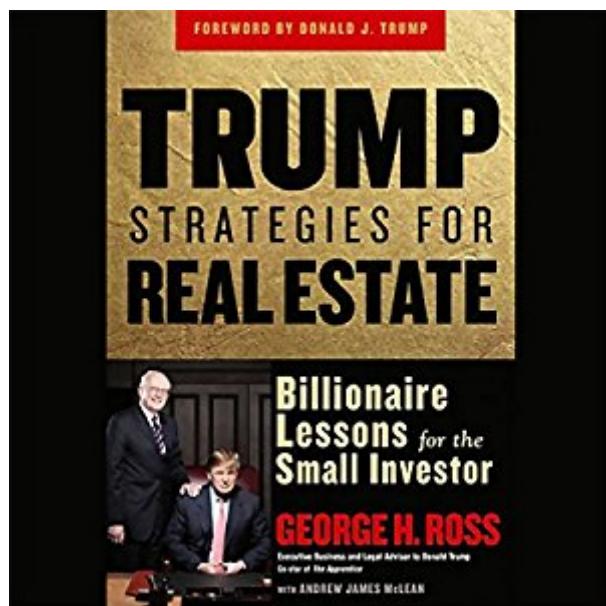


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# Trump Strategies For Real Estate



## **Synopsis**

Trump Strategies for Real Estate offers unbeatable insider advice for every serious real estate investorâ "beginners and old pros alike. For more than twenty-five years, author George Ross has been one of Donald Trumpâ "s chief advisors and intimately involved with many of Trumpâ "s biggest real estate deals. Now, Ross teams up with bestselling real estate author Andrew McLean to present Trumpâ "s real estate investment strategies so that even small investors can invest like Trump. Youâ "ll learn how Trump identifies potential properties and how he finances, negotiates, and markets his big deals. Not everyone has Trumpâ "s money or name, but everyone, even you, can use his tactics and strategies to win big in real estate. --This text refers to the Digital edition.

## **Book Information**

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## **Customer Reviews**

No one knows Donald Trump better than George Ross, his right hand man for over 20 years. I wasn't sure what I was going to get from this book-- I picked it up because of Donald Trump's track record, and none of his other books really goes into real estate investing specifics. This book was a pleasant surprise with a lot of good investing tips. The best part of the book (and worth the \$17 bucks) was the chapter on negotiation-- George Ross tells us how to make a good deal, great by using negotiation as a key tool. I can't wait to put this book to use.

"Trump Strategies For Real Estate" is written by Donald Trump's right hand man, George Ross. If you have watched "The Apprentice", then you know exactly who George Ross is. Being a real

estate investor, I was interested to see what George had to say around real estate investing. Give that the title includes the phrase, "Billionaire Lessons for the Small Investor", I thought I would see what a billionaire had to say to the small investor. While this book doesn't offer a lot of advice for the small investor, I still enjoyed this book. George talks about several of Trump's big real estate deals and overviews some of the problems Trump ran into, and the creativity behind the solutions he came up with. I found this to be extremely interesting and educational. George mostly focuses on real estate deals that would result in capital gains, and only touches on cashflow properties (essentially his strategy is hold the properties that product good income). This isn't a bad thing, but just one to be aware of when purchasing this book. George also focuses a lot on the big deals, but then says how the advice can relate to the small deals. I did get the feeling that George is slightly out of touch with what a "small deal" is anymore. Regardless, the advice is solid. The negotiation principles, learning how to pay attention to detail, and learning how Trump deals with contractors are all worth the price of admission. I especially liked how George included a list of questions to ask advisors that you should hire. In summary, this book is worth reading. It's easy to read, it has plenty of examples (although they are all big deals), and it gives you insight into what a billionaire real estate investor is all about. 4 out of 5 stars.

As a relatively recent entry into the real estate world, I sought a book that provided excellent real estate advice. I didn't care who the author was or the picture on the cover, as long as the author had relevant experience. In fact, with Donald Trump on the cover, I was considering not getting the book. As big of a fan I am of the Apprentice in its first seasons, before I read the book my impression of Donald Trump was a lot of flash with relatively less substance. George Ross's book proved me wrong. Ross goes into good detail about how he and Trump achieved their major successes. Based on the book, Trump's accomplishments were based on creative thinking, hard work, and brilliant understanding of challenging issues (and people). I particularly enjoyed learning about the Grand Hyatt New York project as I work in hotel real estate; however, even the sections on residential real estate provided solid general R.E. advice. The book is a fast read but loaded with strategies. I am now reading the book a second time just to ensure I caught everything...even though each chapter provides a summary of key topics. After reading the book, I have newfound respect for The Donald, but particularly for George Ross. His knowledge flows well on the pages, with a somewhat casual tone in the writing but never appears too advanced or too simplistic. He presents topics well. The structure of the book and each chapter are organized. Each chapter is highly relevant. Undeniably, the book succeeds in its goal in providing real estate strategies that

could work for all investors (from duplexes to a five-star resort). Certainly knowing basic real estate concepts (such as air rights and leasehold interest) will help in understanding some of the case studies, but Ross and co-writer Andrew James McLean never overly complicate each example. Granted the case studies aren't as in depth as anything a business school student deals with from HBS--but the main points of each case are presented well. I highly recommend this book. I can't find any significant faults...the book is simply well done.

Donald Trump, multi-billionaire real estate investor is unashamedly big on self promotion. His name is predominate on the book jacket. But that is not inappropriate as he is the focus of the book. His major deals and properties are the center of attention and make the book worth reading. George H. Ross, successful New York City real estate attorney, long-time associate of Trump and apparently player in the Trump reality show, *The Apprentice*, is the major contributor to the book. His name is next. Mr. Ross has been in the business a very long time and also lectures on the skill of negotiation. At the bottom of the page we find the author, Andrew James McLean, who has written several books on real estate investing. This book is interesting, if simple. The anecdotes about Donald Trump make it worth reading. The details of the Trump Tower, Mar-A-Lago, and the GM Building, for example are very interesting. There is also quite a bit of chest thumping and self-congratulations in this short book, but who can argue with success? The advice given in this book is very good, but neither new nor Earth-shaking. Anyone who is making it in the real estate world probably already knows this, but it never hurts to have it reinforced. The point that hit me the most was to avoid the tendency to focus on the property more than the customers. There are tips on negotiation, how to find and treat customers, how to handle difficult people and how to stay out of trouble. This is not a how-to book, but has some excellent pointers.

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