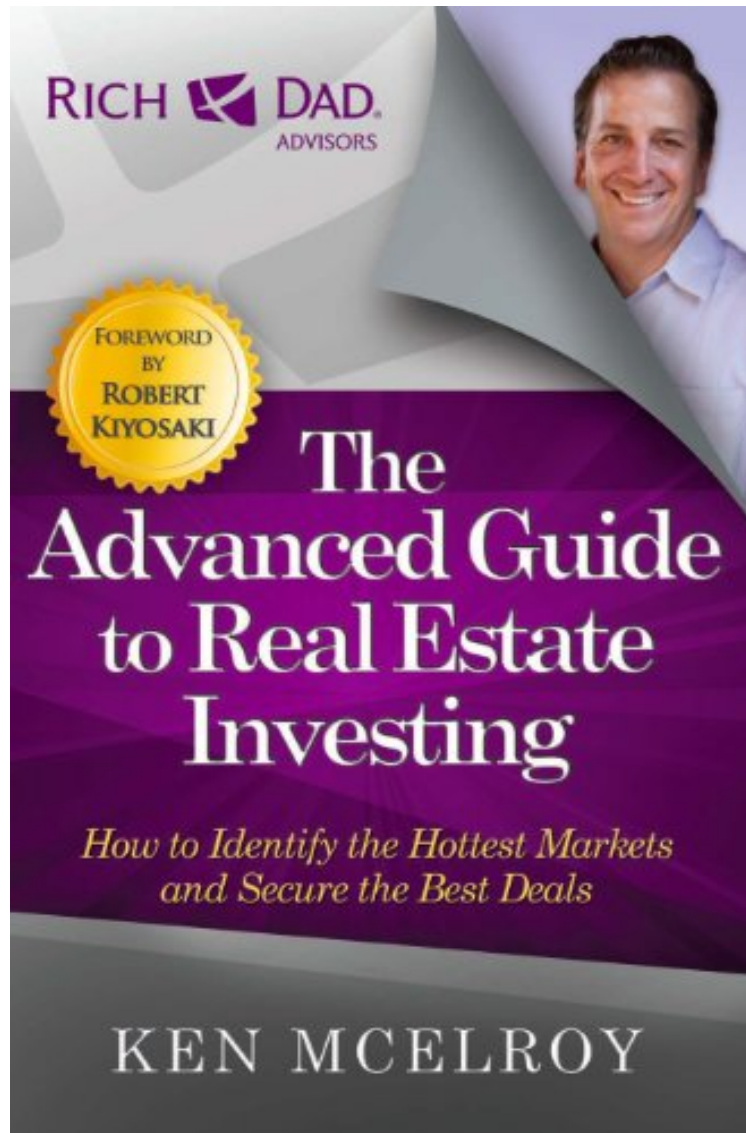


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The Advanced Guide to Real Estate Investing: How to Identify the Hottest Markets and Secure the Best Deals (Rich Dad's Advisors (Paperback))

Ken McElroy

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Ken McElroy : The Advanced Guide to Real Estate Investing: How to Identify the Hottest Markets and Secure the Best Deals (Rich Dad's Advisors (Paperback)) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Advanced Guide to Real Estate Investing: How to Identify the Hottest Markets and Secure the Best Deals (Rich Dad's Advisors (Paperback)):

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If you're interested in real estate investing, you may have noticed the lack of coverage it gets in mainstream financial media, while stocks, bonds, and mutual funds are consistently touted as the safest and most profitable ways to invest. According to real estate guru Ken McElroy, that's because financial publications, tv and radio programs make the bulk of their money from advertising paid for by the very companies who provide such mainstream financial services. On the other hand, real estate investment is something you can do on your own--without a large amount of money up front. Picking up where he left off in the bestselling ABC's of Real Estate Investing, McElroy reveals the next essential lessons and information that no serious investor can afford to miss. Building on the foundation of real estate investment 101, McElroy tells readers:How to think--and operate--like a real estate mogulHow to identify and close expert dealsWhy multifamily housing is the best real estate investment out thereHow to surround yourself with a team that will help maximize your moneyHow to avoid paying thousands in taxes by structuring property sales wiselyImportant projections about the future of real estate investment

About the AuthorKen McElroy, Principal and Co-Partner of MC Companies, has over 26 years ofsenior level experience in multifamily asset and property management,development. Having purchased over \$400 million in real estate in the past twoyears, Ken brings a unique property management perspective when estimating aproperty's potential value. Ken oversees the company's asset portfolio and leadsthe day-to-day operations including financial and operating analysis, investorrelations and business development. An industry veteran, Ken has served inleadership roles in multi-family asset and property management for more than26 years. He is also an expert in development, project/constructionmanagement, investment analysis and acquisitions/dispositions, as well asbusiness development and client relations.MC Companies is a full-service real estate investment and property managementgroup that since 1985 has developed, built and managed multi-family housingcommunities. 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).The MC Companies combined core strengths create value and is the foundationfor the company we built. For us, a culture of partnership isn't something wehang on the wall. It's something we actually live minute-by-minute when webring on a new property management contract, run the numbers on anapartment community we're thinking about buying or map out the strategicdirection for our company in the coming year. It's our mutual respect, ourrespective talents and our combined actions that come into play and create ourcommitment to Sharing the Good Life with our families, friends, investors,employees and our family of community residents."