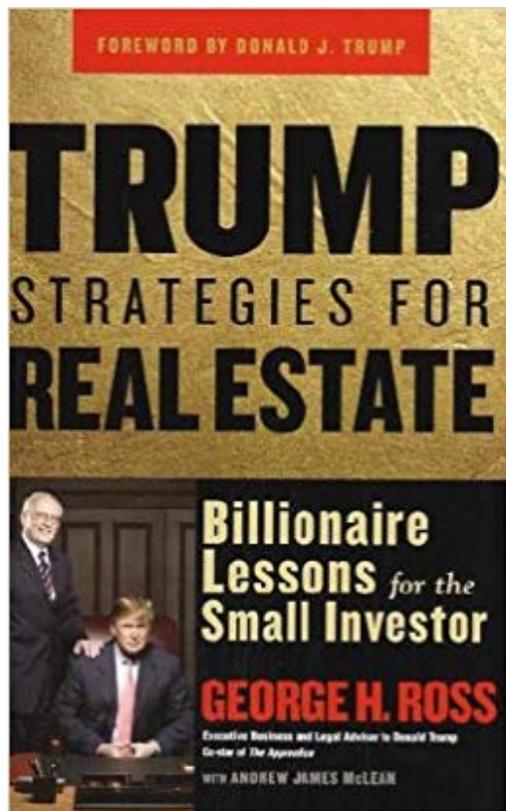


# Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor *by* George Ross, Donald J. Trump, Andrew James McLean



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**ISBN:** 0471718351

**ISBN13:** 978-0471718352

**Author:** George Ross, Donald J. Trump, Andrew James McLean

**Book title:** Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor

**Pages:** 256

**Publisher:** Wiley; 1 edition (February 28, 2005)

**Language:** English

**Category:** Investing

**Size PDF version:** 1319 kb

**Size ePUB version:** 1607 kb

**Size FB2 version:** 1511 kb

**Other formats:** lrf mobi docx azw

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



# Reviews of the **Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor** by George Ross, Donald J. Trump, Andrew James McLean

Prinna

The publicity for this book promised that the average real estate investor, even those doing fixer-uppers and single-family houses could use the Trump techniques for their own investing. This middle-sized real estate investor didn't really find those claims accurate. Trump's techniques were fascinating to read about, but unless the investor is buying a large building and doing significant renovations and having to negotiate with zoning and other political boards this book didn't provide that many insights. The advice that would apply to smaller real estate investors was more along the line of "location, location, location: be your own general contractor when possible: manage contractors and control costs: hire people based on their reputations and track record: create incentives for being early rather than having penalties for being late: and treat tenants as treasured customers, not problems." None of this general advice is all new or revolutionary.

The book is still interesting because it shows how Donald Trump over came many seemingly impossible odds to accomplish his building, renovation and marketing plans. The book is a page-turner, but not a "how to" do book for average real estate investors. It's still fun reading.

Cointrius

so far so good, lots of great content, a significant amount of substance in this book, one of the better books about Trump and his strategies that iv read, and iv read almost all of them.

superstar

If you are in real estate this book is a must read - there are a lot of great tips about negotiating plus an inside view of what it's like to work a multi-million dollar real estate deal

Rleyistr

I dabbled in real estate but this gives good advice on how to invest in real estate. REIT's weren't around when this book was written so it's something to consider.

This book will help you make decisions in what to invest in.

Riavay

Bought this as a gift. The recipient likes it.

Tolrajas

Great book, changed my life. Very education. Anyone in real estate or looking to get started should read this book.

Pemand

You will enjoy this book

If you are watching The Apprentice and trying to learn something from it than you should read this book since all the tough behavior on The Apprentice makes sense after reading it.

These guys, George Ross and Donald Trump, do multi-million dollar multi-negotiation deals that go on-and-on for weeks or months and some for yes years. The only way to get through one of them is not to quit, to remain loyal to your team, and to know how to negotiate well over-and-over again since the process of real estate development and building buildings includes a series of negotiations, maybe hundreds of small negotiations, and a few big drawn out long negotiations. The book says that preparation is key, research is key, just like on The Apprentice.

After reading the book I see why The Donald considers some of those on the show to have created major errors that excite him to hostility. If they were working for him the errors would cost truly millions of dollars. Having said this, no one under the age of thirty should really be on the program. I wouldn't trust anyone in their twenties with responsibilities this large regardless of their "trumped up" credentials designed to hype the program.

Though "The Donald" can overdo the verbal slams on The Apprentice, I hope for TV affect, the book emphasizes making positive business relationships that will last. It also emphasizes the need for consistent best behavior over the long term.

A list of key elements needed to make a great workable real estate deal is included. Negotiation techniques are listed by George Ross. George explains well a number of the morally questionable tricks used on people during negotiations. My reaction to this is to not allow myself to be unduly manipulated by them when I think I see them coming. The book really builds your confidence to go out and do a deal. I suppose they tell you all they dare in the print of a book.

The book is easy to read without being stupid. It includes black-&-white pictures of some Trump buildings that give an-ancient-look-to-new-buildings so the overall effect is a surreal artistic approach that adds a fascination and credibility to the book making you feel like you've entered the deep secret world of New York real estate.

This is really George's book giving away some of his 50 plus years of learning as a real estate deal making lawyer. His background listed in the book is astounding. Books like this, in which a person looks back and gives you the key meat of their life's learning are usually the best books and this book is a great example. I really felt cheated watching The Apprentice but having no way to go to New York to take George's negotiation class and this book makes up for it. Thank you George. Good luck Rebecca. Sorry to see you go Torral. Sorry guys but can you blame me for wanting to watch the women.

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