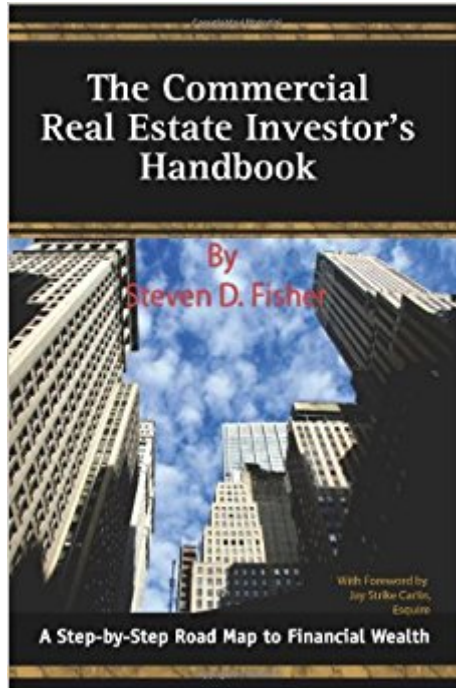


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# The Commercial Real Estate Investor's Handbook: A Step-by-Step Road Map To Financial Wealth



## Synopsis

You can now discover how to make money investing in commercial buildings, warehouses, apartments, mobile home parks, shopping centers, hotels, and other commercial income property. This comprehensive book provides invaluable information about how to identify opportunities, determine property value, acquire, finance, and manage commercial real estate. This book is a must-have for beginning investors, real estate veterans, commercial brokers, sellers, and buyers. Real estate investing has created more millionaires than any other investment vehicle in this country. This comprehensive step-by-step proven program shows beginners and seasoned veterans alike the ins and outs of commercial real estate investing. This book is a road map to successful investing in real estate. You do not need to re-invent the wheel, and you won't have to make the same mistakes others have. Investing in real estate is one of the safest and smartest investments you can make. Real estate appreciates at a rate far greater than the rate of inflation, builds equity, provides a steady return on investment, provides cash flow, and can offer substantial tax benefits. This new exhaustively researched book will arm you with hundreds of innovative ideas that you can put to use right away. This book gives you the proven strategies and actual case studies from experts to help you invest better and wiser with less time and effort. A sampling of what is covered in this encyclopedic book includes: how to find below-market deals, how to invest with little or no down payment, how to obtain seller financing, and how to conduct foreclosures and REOs. Once you have found your investment property, you will know how to negotiate, how to make purchase offers, how to manage a rental property, and how to flip. These terms will become part of your everyday vocabulary: auction, tax sales, financing, mortgage, agent, cash flow, inspection, contract, tenant, lease agreement, insurance, taxes, accounting, and escrow. Also included is information on development, taxation, and exchange rules and regulations. This book is loaded with case studies and success stories--from real people--as well as essential mathematical calculations and sample forms. You will uncover secrets that expert real estate investors use every day. This comprehensive resource contains a wealth of modern tips and strategies for getting started in this very lucrative area. This book is the foundation for understanding how to invest in real estate.

Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert

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## **Book Information**

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## **Customer Reviews**

I guess I should've known better to look at the author's credentials before I purchased the book. Steven D. Fisher is an independent writer, illustrator, and instructional designer. (exerpt taken from the book bio at the back) Not necessarily the best person to learn the complexities of commercial real estate from. The book had some useful business and very basic real estate refresher type material but lacked the details I was expecting to find for a book entitled 'The Commercial Real Estate Investors Handbook'. I have a background in commercial real estate finance and found the lack of detail in the 'commercial loan documents' section neglecting critical details about how loan documents can make or break a deal and you as the investor. If you know absolutely nothing about commercial real estate, this book would be helpful as a simple introduction but nothing more.

This book is for kindergarten level investor. Book is easy to read and the author lays out concepts

that is common sense but lacks any benefits for its reader. If you are a novice, this book is for you. I stopped reading after page 16, then skim through the rest of the book in less than 10 minutes. Some parts are clearly erroneous. Here is a sample excerpt from the book. Please tell me if this is logical: "An apartment building appreciates faster than single-family homes because it costs more in the first place. A single-family home worth \$300,000 appreciating at 10 percent generates \$30,000 worth of appreciation. An apartment building worth \$1,000,000 will generate \$100,000 worth of appreciation at 10 percent, meaning more cash in your pocket" Now, people who gives 5 stars, ARE YOU SERIOUS???

Five of five stars! This book covers the risks and rewards of real estate investing, along with types of investments, the basics of getting started, factors affecting commercial real estate values, understanding real estate market psychology, sources of financing, finding profitable deals, and financing. In short, it covers everything a beginner would need or want to know before embarking on this type of investment. That's not all it covers. There's also information about commercial real estate loan documents, an explanation of leases, negotiating purchase agreements, managing tenants, insurance, sale of commercial real estate properties, marketing real estate properties, and taxes. Two appendices include sample lease forms. A glossary is beneficial to beginners who haven't yet mastered real estate and investment terminology. *The Commercial Real Estate Investor's Handbook: A Step by Step Road Map to Financial Wealth* is definitely not boring or dry. It's an interesting, practical and informative book that anyone considering real estate investing should invest in (no pun intended).

Before I started reading "The Commercial Real Estate Handbook for Investors," I tried to prepare myself for a "dry read". However, I was pleasantly surprised. The concepts and explanations are written in a crisp and conversational tone. The author also explains the buzz words in real estate and how it pertains to the bottom line of your investment strategy. This book has it all, from goal setting to definitions of real estate terms to sample emails that should be sent to keep a deal alive. Do yourself a favor and buy this book. The concepts are such that you can apply them to not only real estate but other types of business as well.

A well-written guide for the beginning investor. It differs from so many, in that it is not a book about getting rich quick. The author states upfront that making money is possible with hard work and dedication. Then he lays out all the steps necessary to achieve the goal. I love that author tips for

bolstering your self-confidence using positive affirmations. He even gives examples of where to place those encouraging notes. The book is written in plain English with a warm friendly tone. It is extremely well laid out and easy to read. It covers everything you will need to know to succeed. There is an excellent appendix that provides a wealth of sample documents and also, there is a glossary of every term used in the book. After reading this book, you feel you have a good working knowledge of what it takes to become successful in the commercial real estate market. I highly recommend it.

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