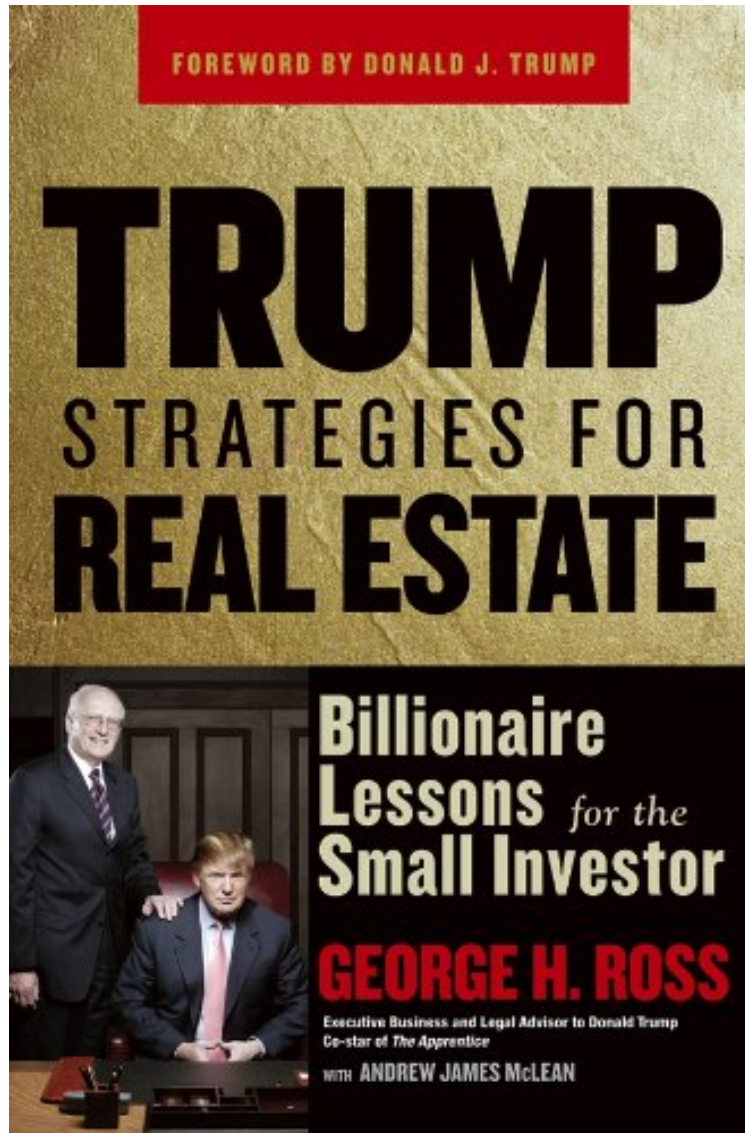


(Download pdf) Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor

# Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor

*George H. Ross*

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**George H. Ross : Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor** before purchasing it in order to gage whether or not it would be worth my time, and all praised Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor:

11 of 15 people found the following review helpful. This Book The Apprentice program.By Jack BertIf 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 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. 1 of 2 people found the following review helpful. Book You can Use! By Bookish Girl This is one of those books that actually accomplishes what it sets out to do. For anyone who has ever watched Trump's show, you know Mr. Ross as the quiet man who gives spot-on advice (which Trump doesn't always heed--too bad!). Mr. Ross is great not only at story-telling but also at gleaning lessons (life lessons) from his and others' experiences. He shares those in this book without being too preachy. While it's quite clear his background is solidly in NYC, he does a good job in expanding his lessons to other parts of the country. This book is a very good read! 0 of 1 people found the following review helpful. Five Stars By Greg Great book and well written. Very to the point and full of good information.

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.