



The Skinny on Real Estate Investing: An Introduction to the Subject

Jim Randel

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The Skinny on Real Estate: An Introduction to the Subject (Part 1) is the first in a three-part series of books about real estate investing. This book gives you an overview of the topic, outlining questions to help you determine if real estate investing is right for you. In this book you will learn the basics as Randel sets the foundation for investment strategies. This quick read will prepare you for a lifetime of investing!

In The Skinny on Real Estate Investing, you will learn how to:

- Analyze a house like an investment
- Do a cash flow analysis
- Utilize leverage to juice returns
- Raise partnership capital
- Perform a real estate investing self-test
- Walk away from asking prices
- Buy and sell for profit.

The author of The Skinny on Real Estate Investing, Jim Randel, has invested in real estate for 25 years, having bought and sold houses, duplexes, triplexes, apartment buildings, office buildings, retail properties, factories, land and a warehouse. Randel has been a guest speaker outlining his investment strategies around the United States at business schools (Harvard and NYU), annual real estate conferences (eg NAR and RE/MAX) and investor sessions in San Francisco, Kansas City, Milwaukee, Washington DC, Boston and Seattle.

Randel has very definite points of view about real estate investing:

- It's a tremendous opportunity for wealth generation
- But, not "get rich quick," or "risk-free"
- If it isn't fun, don't do it
- Never, never buy on the seller's pro forma
- If you can't add value, pass on the deal
- Asking prices are irrelevant
- Institutional investing should be avoided at all costs by entrepreneurs - Houses are real estate investments
- It's a buyer's market
- It's all about execution

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Rhonda Joiner:

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