



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

*George H. Ross , Andrew James McLean , Donald J. Trump (Foreword by)*

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*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.

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

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# **From Reader Review Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor for online ebook**

## **Tao Lee says**

Not to self: Presentation is immensely important. Find highly distressed scenarios and buildings that need work and takeover. Meet with the decision maker face-to-face. Do not make quick negotiations, both sides want to feel like they won the battle and got a good deal. Most people will not want to put in a lot of effort during a transaction, in terms of accounting and preparation - do it for them and reap a big percentage of the gain. Be willing to pay a premium for a prime location. Don't buy without a creative vision for adding significant value. Four things Trump looks for in a location. Creative problem solving leads to big profits. Write a preliminary business plan before you buy. If you want to be extremely successful make sure you have a vision for adding significant value to any property you buy. Find good quality tenants to increase the value of the property. Whenever you are buying an investment property; explore ways to improve the LOCATION. Avoid the hypnotic effect of the aura of legitimacy. Don't take everything you read or hear from brokers, sellers, buyers, tenants, experts or see on television, as if it were etched in stone. be willing to confirm the facts behind whatever type of project you get involved with. Every negotiation requires preplanning. Have a planner ready to write down all informations on people that you do business with. trump has his planner notebook on a table. Go through the notions even when you are satisfied with the deal. You may be able to get a better deal - do this in a way that you are still respected and people are willing to do business with you in the future. Like Mr. Goldman, show disgruntle, even a WHAT?! Will change the mind of a seller or the other guy over the phone. Negotiation is one aspect of life where there are no governing rules. Lying is not only permitted, its an accepted practice. It is accepting an available compromise as a substitute for that which you really thought you wandered. It's a journey to an imaginary destination without a road map where all the signposts and directions are intentionally misleading. Narrow down ppl's options. Ppl have an innate fear of superiority in others - fluff them with compliments and let them know that they won the negotiation. Sol goldman - Dumb is smart. Find someone's weakness and use it everytime when everything fails. To build up credit. You must go to a bank when you DO NOT need money. Go ask for a loan and pay them back before them asking the money back from you. Then increase the line of credit and pay that right back. You don't even need to use the money. It's like taking cash out and putting it right back in again.

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## **Michael Perry says**

Been some time since I read this book. I have been involved in real estate for a long time and sometimes feel as though I know just about all their is to know, at least on a fundamental level. This book did nothing to change my perceptions. Nothing new. Nothing compelling.

I can always tell when I have read a book that really makes my wheels turn - it goes in my throne room and I read parts of the book over and over again. Those are my 4 and 5 star books.

This one sits on the bookshelf, collecting dust.

Might be good for a novice looking for inspiration.

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### **Philip says**

Trump's "Forward" is a PostIt note he left is Ross's copy of "The Art of the Deal." I kid you not.

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### **Andie says**

this book is nice, actually Ross knows a lot of things about this strange hair man

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### **Nathanael says**

For anyone interested in Donald Trump or real estate investing -- this book is the real deal. The case studies of Trump's deals were detailed and filled with valuable nuggets on his negotiation style. Some people might find the level of detail overwhelming, but it is precisely those details that make the deals work brilliantly.

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### **Peter says**

Nice book about real state; It uses Trump's different investment ventures as case studies for each subject the author proposes.

Even though I don't think they are THAT relateable to the small investor, it does share some common knowledge that might help you in the long run, mostly about deals and negotiations.

On this note, I'm guessing this book is a nice compliment to "the art of the deal". I will read that shortly. In all, an easy read, not pretentious at all and overall entertaining.

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### **Fernando Boschini says**

Becoming a Corporation offers protection from personal liability, but it is also expensive. It is not a step to be taken lightly, even though there are plenty of places on the Internet where you can incorporate quickly and easily.

I learned the ability to sell a stock and many more...

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### **Samia Khan says**

This is a brilliant read! After all the books teaching us theoretical concepts of how things are done, this book shows in real how you negotiate, build relationships and sustain your business.

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**Justin Arce says**

Amazing book! A must read for people wanting to start in real estate.

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**Katrina says**

2.5 stars.

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**Alberto Lopez says**

Somewhat soft.

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**Wira Rohandi says**

Nice book, but a little bit beyond for me, they are talking of hundreds and millions of dollars. But overall, it does make me want to be Donald Trump, I like his style of doing business.

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**Douglas says**

Albeit a bit dry in many parts, its a great book. Some great case studies about value enhancement. A great portion about engotiation and the final chapter has some great real estate tips for personal investors.

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**Jessica Grimes says**

Good insight into the real estate world and Trump's business impact, but some repetitive language that got a bit boring.

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**Xiong Jun says**

If you're looking for the technical part of real estate investing, this is not the book. This book however, do provide ideas on how to sell your property better.

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