

POWERHOUSE PRINCIPLES

The Billionaire Blueprint for Real Estate Success

JORGE PEREZ

JORGE PEREZ is CEO and chairman of the Related Group, a real estate development firm. Along with his family, he immigrated as a 12-year-old child in 1968 to the United States from Cuba. Since starting as a real estate developer in 1979, Mr. Perez's firm has constructed more than 60,000 apartments and condominiums, earning Mr. Perez a spot in the top 200 on the *Forbes* 400 list of richest Americans. Mr. Perez is a graduate of the University of Michigan and the University of California at Berkeley. After literally starting out as a 12-year-old immigrant with nothing more than \$2 in his pocket, Mr. Perez is today a billionaire.

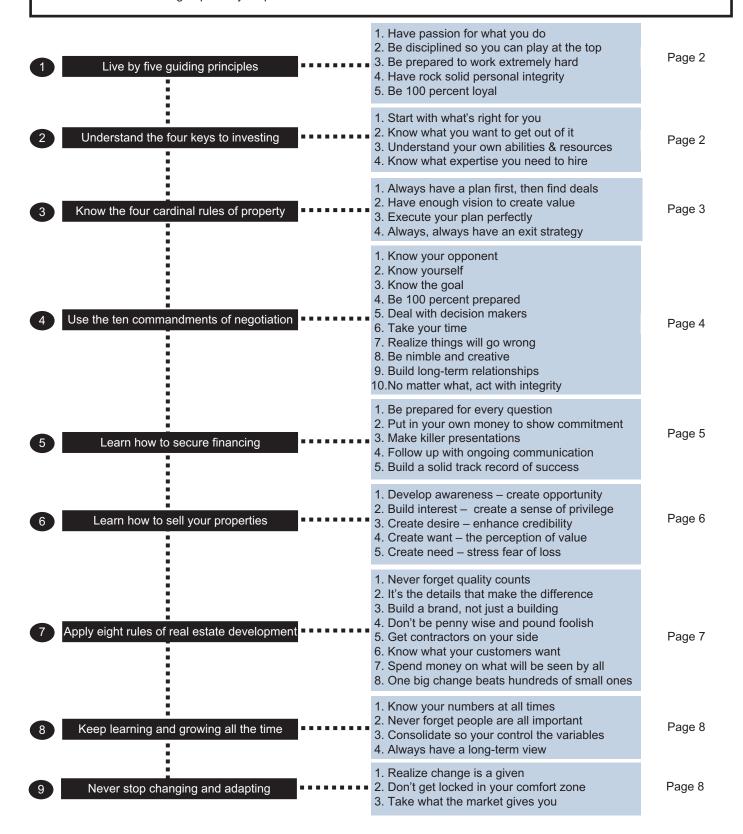
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MAIN IDEA

Real estate has been the biggest generator of wealth in history. If you want to get rich, real estate is still the best way to achieve your goal, but there is no secret formula or magic pill. To succeed in real estate, you have to be focused, set high goals and then work extremely hard to make your goals become your reality. You have to become an absolute expert in whatever field of real estate investment or development you choose and then plan things out in a realistic way.

Real estate is the most open market in the world with limitless opportunities. It is the ideal vehicle for wealth building, so do whatever it takes to make this an integral part of your personal investment activities.



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