

# THE REAL BOOK OF REAL ESTATE

**Real Experts. Real  
Stories. Real Life.**

**ROBERT KIYOSAKI**

**ROBERT KIYOSAKI** is an investor, entrepreneur and educator. He served in the Marine Corps in Vietnam before going to work for Xerox Corporation. Mr. Kiyosaki left Xerox to found his own company to bring nylon and velcro products to market. He then founded an international educational company which taught financial literacy. In 1994, Mr. Kiyosaki sold his business interests and retired and then in 1997 published *Rich Dad, Poor Dad* which stayed on bestseller lists for many years. He decided to unretire and launched a new company which has developed educational programs around the concept of teaching financial literacy. There are now 26 books in the Rich Dad series which have collectively sold more than 27 million copies worldwide.

Mr. Kiyosaki's Web site is at [www.richdad.com](http://www.richdad.com).

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**MAIN IDEA**

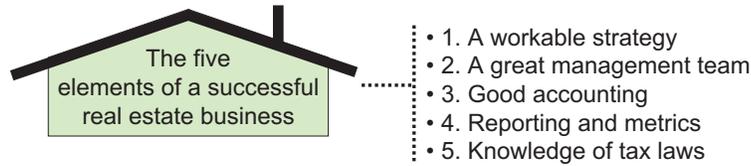
It's amazing how many "financial experts" who give advice about investing in real estate have never actually done so themselves. If you want to learn the ins and outs of real estate investing, you should listen to those who walk the talk. When you do so, you'll find most experienced real estate experts will tell you:

- Even though real estate may be in a down cycle in 2009, there will always be a real estate market in the developed world. People will always need a roof over their heads. Investors keep real estate available at a reasonable price.
- There are lots of ways to make money in real estate investing. Success in this field is not limited solely to "flipping" – buying low and hoping to then sell high later on. There are many sophisticated and less risky ways to invest in real estate.
- If you have the requisite skills, real estate is a great investment because you have complete control. You don't have to hand your financial destiny over to other people to decide. That's an important benefit.

When you get beyond the hype, you'll find real estate is a very good investment vehicle. Don't ignore it simply because it's out of fashion or in the middle of a down cycle. Stay in the game, learn how to do it well and real estate will be a long-term part of your personal wealth generation strategy.

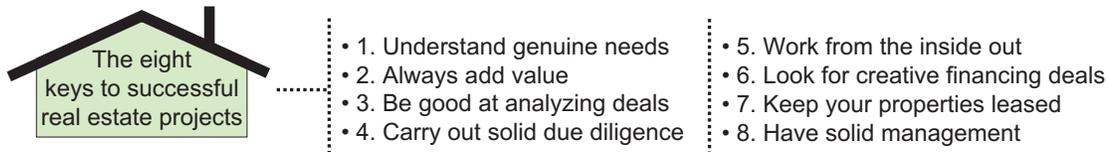
**1. The business of real estate** . . . . . Pages 2 - 3

Real estate investing is a business and therefore should be run like a business if you aspire to succeed over the long haul. To get ahead and stay there, you'll need the normal five elements:



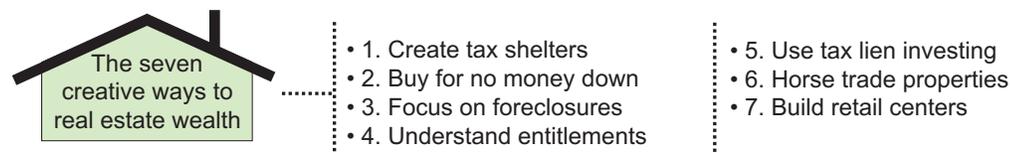
**2. Handling real estate projects** . . . . . Pages 4 - 5

Most real estate projects can be summed up as: "Buy by the acre and then sell by the foot". How you achieve that on a consistent basis, however, is where the real money gets made. To pull this off, keep in mind eight specific suggestions:



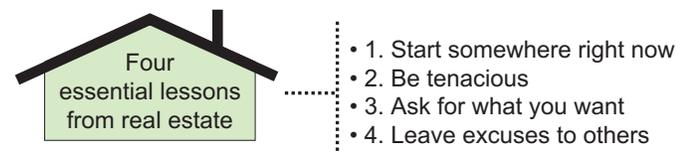
**3. Understand the creative ways real estate can make money** . . . . . Pages 6 - 7

One of the great things about investing in real estate is there are lots of creative (and legal) ways to use real estate to make money. It's not just about buying and selling. You can also:



**4. Key lessons to learn** . . . . . Page 8

Investing in real estate alone won't necessarily make you rich, but it will offer you the opportunity to get smarter. Make sure you take full advantage of all the educational opportunities it offers. If you can do that and at the same time put together the right kind of team, there's nothing you can't do. Remember:



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