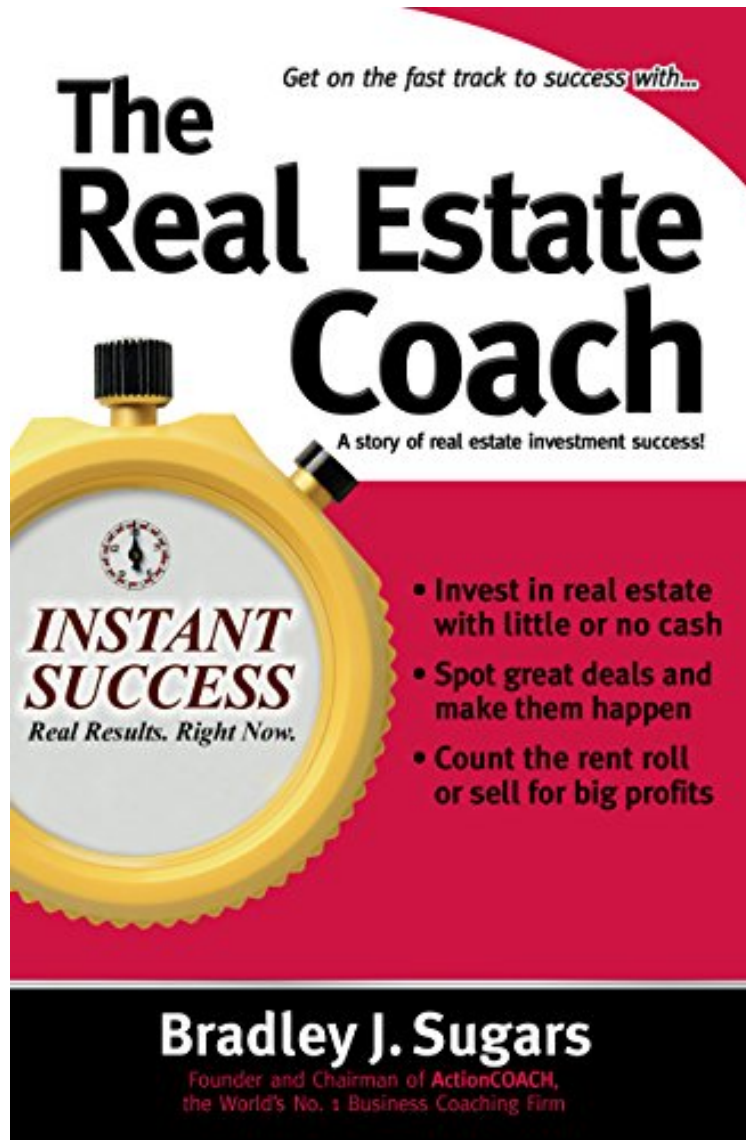


(Free) The Real Estate Coach (Instant Success Series)

The Real Estate Coach (Instant Success Series)

Bradley J Sugars

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Bradley J Sugars : The Real Estate Coach (Instant Success Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Real Estate Coach (Instant Success Series):

7 of 7 people found the following review helpful. Good Starting Book By Melissa An easy read with several key tips for the novice investor and many tips and principles are in bold text for you if you would like to recall at a later date. I would definitely recommend reading this book. I gave 4 stars because I would have liked more explanation or analysis with financial discussions, especially since getting the financial analysis right is key. For instance, there are tax rules associated with property investing and it's not clear what some of these inherent rules are which were used in

financial analysis. For instance on page 35, it calculated a \$1,615 after tax cash flow. I guess one must assume that even though you don't pay any federal income taxes on your investment property you can actually get a refund back from the government. If this is true, it's a pretty important point and should be considered being clarified and highlighted. In addition on page 35 it says "let's assume it grows at just 5 percent". Then the lower table used an analysis of 6%. I think this might be a typo, but if not this too is not clear to the reader why there is a difference between the figures. Also, he mentions to buy income producing properties with an interest only loan. However, it's not clear if one should do this all the time. For instance when you know the rates are going up do you still keep it in an interest only loan? When do you pay it off or refinance to a fixed, if ever? Also, the financial cost of real estate agent fees were not calculated, and I suspect may make a difference between a buy, hold, or sell decision. There might be a reason for this but again it's not clear. Overall it's a great book for beginners such as myself, and I would recommend this book along with a follow-on book which can go into detail on the financial aspects of real estate investing.

7 of 9 people found the following review helpful. Storyline a bit immature
By Freedom420
While this book does offer some sound advice on items to think about when considering delving into the real estate market, the way the story is told is with a dialogue between Brian, Sarah and their real estate 'Coach'. The dialogue is a bit childish as every thought of Brian and Sarah's is entered into the conversation. As I have already been in the real estate market a bit, there is *some* sound advice in it, but keep in mind that the author is from Australia. So when he advises that rents should be charged in weekly increments instead of monthly, that is not the 'American way', at least not in any market here in the States that I've been in. One thing that I picked up on, was considering your investment goals in a long-term/capital growth strategy versus an income one. In the book Sugars states, "The reason I buy property is essentially for capital growth, but sometimes I have to buy properties with higher cashflow to balance my portfolio. Income from property is designed to cover costs while my property grows in value, not to generate a substantial cashflow." He outlines the importance of setting goals and assists in the thought process of what those goals should be. He also points out that you should pass up a 'deal' if it doesn't fit into your goals. Many people overcommit and get in over their head, because they can't pass up what seems like a good deal, but one that is not in line with their goals. This seems rather fundamental, but something that isn't necessarily easy to put into practice. One item that I'm still pondering and that I don't totally agree with is his philosophy that it's the land value, not the building on the land that will make him the most money. He contends that buildings deteriorate over time and therefore they lose value. While this may be true, buildings generally last for a LONG time and it's the home sitting on the piece of land that is going to appreciate at a higher rate than the land will. Otherwise why don't we just go out and buy land? One reason we don't is because lenders don't like to do 15 or 30 yr. loans on a piece of land. He does contend that it's the building on the land that generates the income, and he does have a point - you can always build new buildings, but once the land is gone - it's gone. This is something to consider when you think of areas where there are building restrictions (environmentally sensitive areas like Lake Tahoe) or large cities where land is at a premium. I gave this book 3 stars because it's storyline was written at an elementary school level and because I didn't agree with some of the advice, but it did give me some ideas and thoughts to consider. When I ordered this book, I was going to order several Sugars' books, but decided to try this one first before ordering any more. I don't think I will be purchasing any of his other books.

4 of 7 people found the following review helpful. AAAAA++++ one of the Best RE Books
By R. Lorans
Easy to read, very interesting, everything that I have learned in investing in Real Estate, put together in one book., GR8 Job

Stop working for someone else, and start living the dream! It's a fact: you'll never get rich just working for a living. The only sure way to achieve real wealth and the freedom it buys is by letting your investments work for you. And, as self-made multimillionaire Brad Sugars proves, the quickest and safest route to the kind of "passive" income it takes to live the dream is real estate investment. In *The Real Estate Coach* he delivers the same easy-to-understand-and-use strategies that brought him and millions of his clients success. Step by step he shows you how to:

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From the Back Cover
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About the Author
Bradley J. Sugars is a world-renowned entrepreneur, author, and business coach who has helped nearly a million clients around the world find business success. Brad is the founder of Action International, a global network of business coaches with nearly 1000 offices worldwide. Brad and the Action International team have refined over 500 business strategies and systems that are used by Action business coaches on six continents.