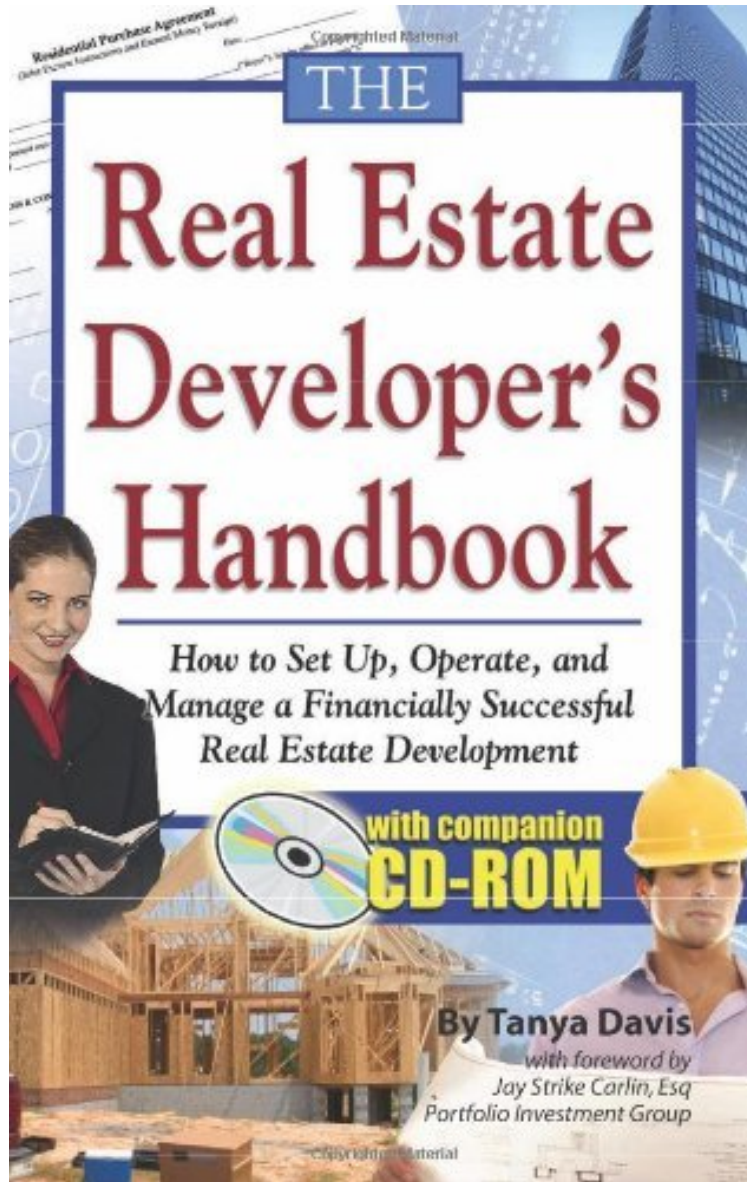


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# The Real Estate Developer's Handbook: How to Set Up, Operate, and Manage a Financially Successful Real Estate Development

*Tanya Davis*

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Are you the Next Donald Trump? Successful real estate developers can become enormously wealthy. However, the flip side is many developers run out of cash before cashing in. Poor cash flow is the primary cause of business failure for real estate developers. This new book details how to become a successful real estate developer and demonstrates step-by-step how to set up, operate, and manage a financially successful real estate development enterprise. The author has explored every avenue in explaining this potentially rewarding yet risky business. The book covers the entire process of establishing a small real estate development firm and the ongoing management necessary in an easy-to-understand way, pointing out methods to increase your chances of success, and showing how to avoid the many common mistakes that can doom a start-up. The book focuses on small developments that you can start by yourself featuring both residential and commercial applications. Once the basic skills are learned, the book points out areas of expansion by leveraging your first investment. While providing detailed instruction and examples, the author leads you through finding your first location that will bring success, learning how to draw up a winning business plan, installing basic cost control systems, assembling your team of experts, generating high profile public relations and publicity, learning low cost marketing ideas and low- and no-cost ways to satisfy customers and build sales, setting up accounting and bookkeeping procedures, and auditing. There are thousands of great tips and useful guidelines. You will learn the development process, governmental issues, environmental issues, demographics and trends, market research, site selection, feasibility analysis, due diligence, preliminary pro forma, property acquisition, project design/refined pro forma, entitlements, financing/final pro forma, construction, operation, feasibility studies, financing, market analysis, construction, and asset management.

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