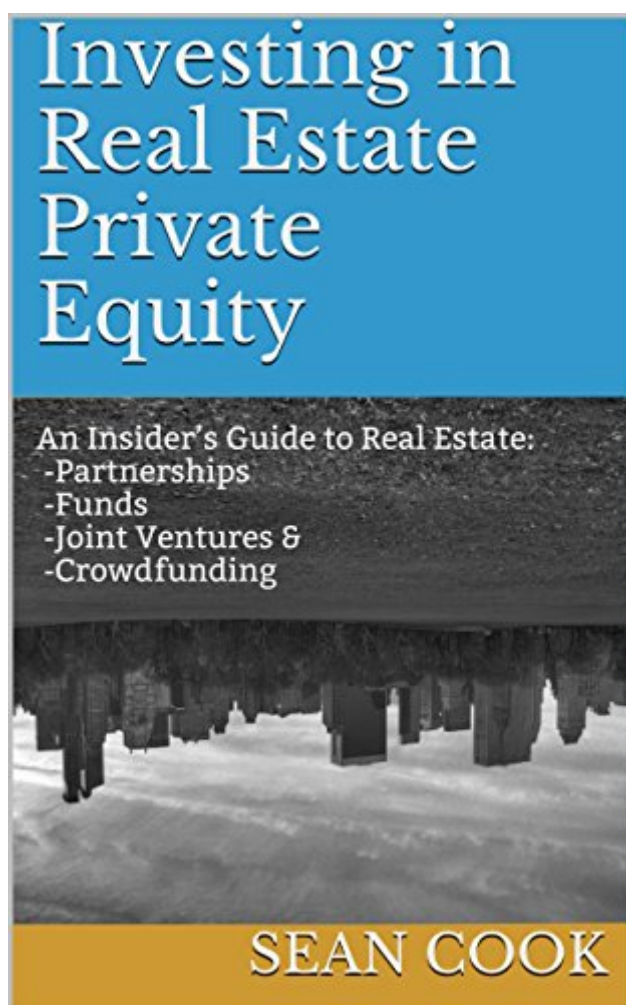


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# Investing In Real Estate Private Equity: An Insider's Guide To Real Estate Partnerships, Funds, Joint Ventures & Crowdfunding



## Synopsis

Investing in Real Estate Private Equity is your practical guide to investing in real estate through private offerings with established companies. The passive investment strategies for wealth building and income generation described in this book have traditionally been used by some of the world's most sophisticated institutional investors, but are now available to nearly everyone thanks to recent regulatory changes. This handbook will guide you through the process of building your own diversified real estate portfolio by identifying and making investments with established and experienced private real estate operators. This is NOT another get-rich-quick real estate fix & flip scheme. You will NOT be encouraged to sign up for conferences or clubs to learn a no-money-down investment strategy. This IS a practical guide meant to help you avoid common mistakes and navigate more skillfully through an often byzantine industry. You will learn:- What a private real estate investment is; the mechanics of syndicates, funds, and crowdfunding- Fundamentals of basic real estate evaluation- How to evaluate operators and investments- Fees, incentives, and other loads- Common terms and structures- Strategies to evaluate and manage risk- How to create and execute a personalized investment strategy Most people underestimate the time requirements, complexity, risk, and general brain damage involved with buying real estate directly. Thankfully, private real estate investments provide most of the same benefits as direct ownership, while taking advantage of established real estate companies' years of experience, market knowledge, industry reputation, negotiating leverage, and expertise. Even better, they allow investors to diversify their investment allocation across a range of real estate product types (multifamily, retail, office, self-storage, etc.) and throughout the capital stack (equity, debt, mezzanine, and preferred equity), all while working with specialists in each strategy. Written by an experienced practitioner with over \$1 billion in transactional experience, this book challenges conventional wisdom and provides an inside look into how the industry actually works. Using the practical tips and strategies found here, you can build your own unique real estate portfolio, manage risk, avoid common mistakes, hopefully make money, and perhaps even have some fun along the way.

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## Customer Reviews

If you are looking to invest in real estate like a professional, then why not learn how professionals - not the scam artists you see on late-night TV infomercials - actually invest in real estate? Better than that, why not learn how to invest WITH them, in their own private real estate funds? In this incredibly insightful book, Sean Cook (a pseudonym from an author who refreshingly isn't pimping his own firm) discusses the entire process of how a serious investor should invest in real estate. The investor who wants to invest alongside experienced pros who also have skin in the game, thus aligning incentives, will not find a better treatise on real estate private equity investing than this. One caveat that I mention up front: although there may be exceptions, my belief is that this book is geared mostly toward "accredited investors" - essentially, though not exactly, those whose annual income exceeds \$200,000 (\$300,000 with a spouse) or a net worth of \$1,000,000 excluding one's primary residence. There are undoubtedly exceptions to this, but most private investment funds, be they real estate private equity (such as this book describes), private equity, private debt, "hedge" funds, etc. will have this requirement. Most of these funds will also have minimum investment limits. I have seen them as low as \$25,000 for smaller funds and sometimes as large as \$500,000 or \$1,000,000 (or more). Some of the new "crowdfunded" deals may be lower. I say this not to discourage potential investors, but note it here so the novice doesn't get the idea that most of these funds operate like a mutual fund or something of that nature! In any case, fund structures are discussed in depth by the author.

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