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Crash Boom!: Make a Fortune in Today's Volatile Real Estate Market

Greg Rand

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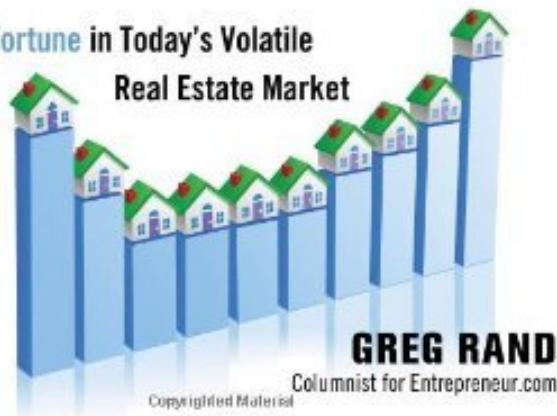
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"Greg Rand is the smartest real estate entrepreneur in the country.
He is exactly what we need right now"

—Mark Stevens, best-selling author of *Your Marketing Sucks*

CRASH BOOM!

Make a Fortune in Today's Volatile
Real Estate Market



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Greg Rand : Crash Boom!: Make a Fortune in Today's Volatile Real Estate Market before purchasing it in order to gauge whether or not it would be worth my time, and all praised Crash Boom!: Make a Fortune in Today's Volatile Real Estate Market:

31 of 33 people found the following review helpful. LacklusterBy James PI had high hopes for this book after seeing Greg on Fox; I rushed to to pick up his book. This book has a lot of fluff and pep talking, but lacks the hard hitting substance that I was looking for. I am an experienced Realtor and lender, I have owned residential and commercial

rental property, and I have flipped a few properties and made some good money; I mention this in my review because perhaps I'm grading "Crash Boom" a little too harshly; that's for you to decide. For example he only gives a couple of financial calculation formulas and then leaves out the most important one; the IRR or Internal Rate of Return. The book re-hashes what caused the financial collapse yada yada yada. I was looking for information on how to select the best performing properties, i.e. what's the most rentable, 2,3, or 4 bedrooms, 1,2, or 3 bathrooms, what's the ideal square footage, what's the best price point, downtown or suburbs, emerging trends as in should I be buying near light rail, etc. I was particularly hoping to hear Greg's assessment on when the banks are going to dump their shadow inventory; he barely mentions it. If you're clueless (no offense) you might enjoy this book; if you're looking for the in-depth behind the curtain information, this book will probably fall short of your expectations. Also, he gives you his website to go to where you can do your own research as a compliment to the book; nice idea if the links actually went somewhere. I was never able to find anything on the website that the book promised; major downer! I even hit the "contact us" button to let them know their links don't work and I got an error page for that too! Happy hunting!

10 of 0 people found the following review helpful. General Information, and a plug for his website. By John Drew
The book was a good starting point for people interested in RE investing. He didn't really delve into any of the aspects of buying or owning real estate. Everything seems very broad. What I really disliked was his plugs for his website ownamerica.com. Then you go the website and it's a plug for THIS book. He doesn't mention Zillow.com anywhere in the book, even though it is the most comprehensive website for real estate information outside of the MLS. Not horrible, but check it out of your local library before spending the money.

6 of 7 people found the following review helpful. Just what I needed..... By TF1 INC.
Have been thinking, planning, stalling, for awhile now, about investing in some type of real estate. Read many other books on the subject, but, although they made some sense, none of them never really took me to the point where I was ready to take the plunge. Something always came up- cars, marriage, kids, basically life- but for me, after reading this book, I realize it was mostly nerves. Greg Rand takes you through the last 100 years or so, and explains, quite matter of factly (with some humor sprinkled in), about how markets ebb and flow. Can not give all the examples presented by the author, but the one that pops in my head first is that during the 1930's there was a massive expansion of movie theatres. It seemed almost every town in the US has one, most built during that time. What I learned about The Big D in school was dust bowls, high unemployment, soup lines, etc. Well Mr. Rand presents some case studies to illustrate the type of people that actually succeeded during that time. And that is just one example of his practical and effective approach to real estate investing that will have you scratching your head wondering aloud- why didn't I think of that. I highly recommend this book. There are countless tips and anecdotes that will help any person thinking or starting out in real estate investing. Thanks to Crash Boom!, I started yesterday.

Crash Boom! is a book about independence, courage, resourcefulness, entrepreneurship, and success. Real estate investing is the level playing field where everyone can be an expert on their market of choice, and anyone can build wealth. After watching the economic madness unfold over the past few years, it has become clear that the only way to secure your financial future and build the life of your dreams is to do it yourself. To rely on anyone else would be insane. The housing crisis today is a once-in-a-generation opportunity, if you know how to play the market right. Crash Boom! will teach you how to:

- Read the housing market cycle.
- Create an investment plan that will send your kids to college, secure your retirement and create the lifestyle of your dreams.
- Find undervalued properties and create wealth with creative strategy.
- Become a real estate investment expert.

Real estate is the great American business opportunity. In Crash Boom!, you will learn how to use common sense, energy, and entrepreneurial vision to take advantage of the current situation.

"Greg Rand is the smartest real estate entrepreneur in the country. He is exactly what we need right now." --Mark Stevens, best-selling author of *Your Marketing Sucks*
"Wake up and smell the coffee. Greg Rand has brewed up the perfect primer on how to create long-term wealth through smart real estate investing." --Alex Perriello, president CEO, Realty Franchise Group
"Greg Rand has nailed it: an accurate and concise explanation of U.S. housing history; what went wrong, what steps to take, where to go to turn this uncertain present into a prosperous future, beginning now." --Andrew Waite, publisher, *Personal Real Estate Investor* magazine
"Rand sets out to alert readers about an important real estate opportunity, and tells them the steps they'll need to take in order to capitalize on this opportunity. As he states in *Crash Boom!*, 'Don't let yourself look back in five years and realize that you missed it.' Anyone who reads this book will reap the benefits of Greg's life experiences in real estate and thank him for this blueprint for success. I highly recommend this book to anyone interested in understanding how to leverage the coming boom in real estate to boost their financial fortunes, including home buyers, sellers, potential investors and prospective first time buyers." --John Featherston, CEO publisher, *Real Estate* magazine
About the Author
Greg Rand has grown one of the largest real estate companies in the nation, closing more than 4,000 residential and commercial transactions every year, in good times and bad. He has learned the secrets of professional real estate investors at the highest levels and reverse-engineered their strategies. Now the CEO of OwnAmerica.com, Rand is leading a new generation of real estate owners down the path of independent wealth. He, his wife, and their two children split their time between White Plains, New York and

Seabrook Island, South Carolina. Rand is a columnist for Entrepreneur.com, and host of "Rand on Real Estate" heard on WABC in New York and frequent Fox TV News contributor.