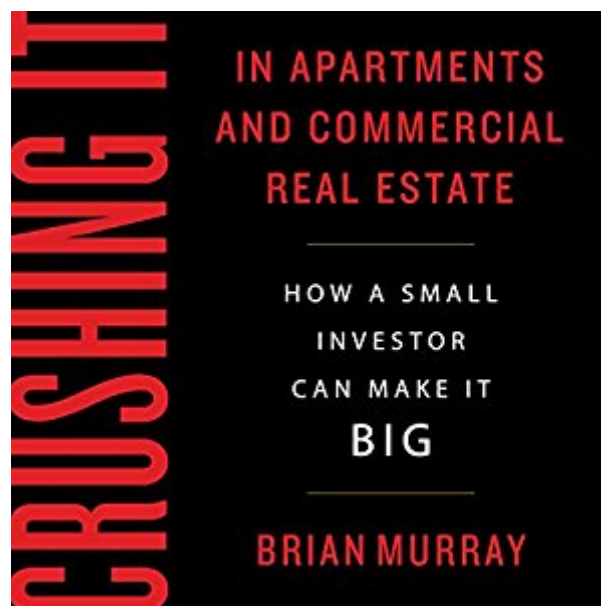




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# Crushing It In Apartments And Commercial Real Estate: How A Small Investor Can Make It Big



## Synopsis

Think apartments and commercial real estate are just for the big boys? Think again. Brian Murray was not an investment pro when he bought his first commercial property. He was a teacher looking to build some side income. Armed with his passion for business and a lot of common sense, he developed a simple yet highly effective approach to investing that he still uses today at his multimillion-dollar real estate company. *Crushing It in Apartments and Commercial Real Estate* is a beginner's guide to investing based on Murray's experience bootstrapping his way from newbie investor to award-winning CEO of Washington Street Properties. Murray shares the secrets to his success through straightforward, actionable advice that will help you get started no matter what your experience level, or how much cash you have on hand. You'll learn how to: Find and creatively finance commercial property Grow a portfolio without any help from outside investors and without taking on excessive debt Use your small-investor status as a competitive advantage over corporate investors Identify simple, practical ways to increase profits while keeping costs low Murray also shares real-life stories that reveal exactly how he grew his business, and the hard lessons he learned along the way (so you don't have to). Whether you already invest in real estate and want to go bigger, or you've never owned a property, this book gives you the tools and wisdom you need to crush it in apartments and commercial real estate.

## Book Information

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## Customer Reviews

I've been looking into different investment vehicles and am just about to begin a stock trading

course. The stock trading course is more up my alley since I have experience with stocks and options, but I am also looking at other types of investments. I selected this book because I have always had an interest in real estate and it had very good reviews. Well, the good reviews are spot on. This book is excellent. It is written in a comprehensive and well organized manner - it starts at the very beginning and assumes you know nothing (which I don't!). It very precisely and concisely goes through the process of identifying and purchasing apartments and commercial real estate. It uses simple calculations and simple, yet precise language that even a newbie like me can understand. It is a guidebook that can help someone navigate the purchase and maintenance of a commercial real estate investment. I'm still not sure if real estate is right for me, but this book should be a must-read for anyone considering real estate as an investment. Though it seems like it is written more for the rookie, I imagine there is still some valuable information for many of the real estate veterans out there. It's a great read and a great introduction to an important and potentially viable and profitable investment sector.

This is an excellent book that is an easy read. The principles that he presents are practical and actionable. His style of writing is engaging and flows well from point to point. This is on my list of must read books for the serious real estate investor.

This book by Brian Murry is an easy read. It gives a lot of insight for those that want to invest in commercial property. It covers areas from what types of properties to look for to what you should or shouldn't do with the property once it's acquired. It talks about how to grow your financial investments. It's definitely a good book for those looking to get into property investment.

I have never invested in real estate and had no clue that even normal rookies could do it and succeed. Brian Murray's book helps the newbie to not only get into investing in real estate, but helping you to see that it is possible to go big. He gives you all the information you would need, including the basics that someone like me needs to get started, the best being KISS (keep it simple, stupid). I think we tend to make things more difficult than they really need to be. He also goes over all the investment vocabulary so if you don't know something, it's there, and he does examples of the math you would be doing so you understand how it works. He also offers a list of supplementary resources at the end of the book and the kindle version has hyperlinks to access them within the book. The end of each chapter offers the key points in case you get a little googly-eyed from the technical stuff, which I

appreciated. I liked his tips of buying local, you will know the area and the market, but he also tells you how to buy in places that aren't local. He makes sure you understand the risks and considerations and this is true throughout the book. He wants you to be prepared for something that is a big investment. Another aspect I enjoyed was the project building he uses as an example throughout the book. It is educational and interesting to watch the project unfold and reading about his doubts as he worked on the deal. I don't see any negatives with this book as it helps anyone, newbie or veteran, with getting and staying in the commercial real estate market. I would recommend this to anyone thinking of dipping their toes into the real estate market.

I am a self-proclaimed novice when it comes to all things real estate-my limited knowledge has been acquired from shows on HGTV and other similar channels. However, Mr. Murray's book titled "Crushing It in Apartments and Commercial Real Estate" has helped me to expand that knowledge. There are many great things that can be said about this book! First, Mr. Murray has a way of explaining even seemingly complex topics such as formulas for things such as debt service coverage ratio that is very accessible to the reader.

"Crushing It" is systematically organized that starts off with how to find that right property and even personality traits that will help one be successful in real estate acquisition and ends with how to continue to grow as a person once that portfolio begins to grow. It is clear to the reader that Mr. Murray has extensive knowledge about how to invest in commercial real estate, but he does not come across as a "know-it-all" that is off putting to the reader. In fact, he is very humble and readily shares insight into his own mistakes. Throughout the book, he shares the story of his own personal experience in acquiring and developing a property known as the Solar Building. It was very interesting to read about his trials, tribulations and successes at the property. In fact, I wish the book would have contained further stories about some of his other investments. If you are someone who has ever considered investing your assets in commercial property or would just like to expand your horizons when it comes to understanding how to invest in commercial real estate, I highly recommend this well-written and comprehensive "how to" guide to get you started. Two thumbs up!

Useful information and illustrative examples. Great primer for new investors and good nuggets for more seasoned investors. Solar Building story illustrated many of his points.

I like the chapter on balance. It's about the big picture and this book captured it better than most.

Thanks

Great book for me as looking to get into commercial real estate. Brian has great tips and advice.

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