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**RICH DAD'S ADVISORS
THE ADVANCED GUIDE TO REAL ESTATE INVESTING:
How to Identify the Hottest Markets and Secure the Best Deals**

**By Ken McElroy
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**CONTACT:
Ann McCarthy
Grand Central Publishing
Tel: 212-364-1163
ann.mccarthy@hbgusa.com**

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*“When I look to make a real estate investment,
I turn to my advisor Ken McElroy...
the depth and quality of Ken’s knowledge is top-notch.”
--New York Times bestselling author Robert Kiyosaki,*

MarketWatch recently commented that while challenging real estate markets can be found across the U.S. as home prices decline, sales fall, and foreclosures rise, in some places the biggest challenge has been convincing would-be buyers and sellers that local conditions don't resemble the national trends. In April 2008, Susan Wachter, a real estate professor at the University of Pennsylvania's Wharton School, noted: “The housing problems largely aren't national but regional in nature.” The bottom line? Despite frightening headlines of real estate woes, there are—in fact—solid opportunities to make wealth in real estate if you know what you are doing. Ken McElroy’s new book **RICH DAD'S ADVISORS: THE ADVANCED GUIDE TO REAL ESTATE INVESTING** (Business Plus; May 2008) will serve as your guide.

Simply put, real estate = wealth. Of the 400 billionaires on the 2007 Forbes Richest Americans list, 10 percent derived their wealth *directly* from real estate. This is a phenomenal percentage, considering Forbes uses twenty different industry categories to determine wealth generation. According to Ken McElroy, the real estate advisor to Robert Kiyosaki and author of the *Business Week* bestseller *Rich Dad's Advisors: The ABCs of Real Estate Investing*, “real estate is the ultimate investment. Nothing else

provides the same dollar-for-dollar returns and has the same kinds of advantages. If I had a choice to invest \$1 million in real estate or \$1 million in Microsoft stock, I would choose real estate hands down.”

In **RICH DAD’S ADVISORS: THE ADVANCED GUIDE TO REAL ESTATE INVESTING** (Business Plus, May 2008), Ken McElroy offers the essential follow-up to *The ABCs of Real Estate Investing*, revealing the next valuable lessons and information that no serious investor can afford to miss.

Having purchased over \$200 million in real estate in the past two years, McElroy brings a unique property management perspective to estimate a property’s potential value. In **RICH DAD’S ADVISORS: THE ADVANCED GUIDE TO REAL ESTATE INVESTING** he reveals the steps on the path to total financial freedom through real estate. McElroy tells readers:

- How to think—and operate—like a real estate mogul
- The Top Ten Real Estate Markets to Watch
- How to identify and close deals like an expert
- Why multifamily housing is the best real estate investment
- How to surround yourself with a team that will help maximize your money
- What to expect during the purchase process
- How to avoid paying thousands in taxes by structuring property sales wisely
- Important projections about the future of real estate investment

Once you have taken the steps to protect yourself and your investments, the sky is truly the limit with real estate investing. Ken McElroy’s book **RICH DAD’S ADVISORS: THE ADVANCED GUIDE TO REAL ESTATE INVESTING** will show you how. McElroy concludes: “I have seen my life and the lives of my friends, families, and colleagues change for the better with the power of multifamily investing. I want to see your life change as well...It is the reason I give you my own personal systems that I’ve spent years developing. There is plenty to go around.”

ABOUT THE AUTHOR

Ken McElroy, co-partner of MC Companies, has over twenty years of senior-level experience in multifamily asset/property management, development, project/construction management, investment analysis, acquisitions and dispositions, business development, and client relations. He is the Real Estate Advisor to Robert Kiyosaki and the Rich Dad Organization. In 2004, McElroy released the bestselling book *Rich Dad’s Advisors: The ABCs of Real Estate Investing*. He has inspired audiences around the world at Learning Annex events with Robert and Kim Kiyosaki, which have featured speakers Donald Trump, Tony Robbins, Magic Johnson, George Foreman, and others. **For more information about Ken McElroy visit his website at www.KenMcElroy.com.**

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