

## **Book Review:**

### **Rich Dad Poor Dad's ABC's of Real Estate Investing**

**By Ken McElroy**

(Available online at [www.REInvestmentDigest.com](http://www.REInvestmentDigest.com))

Ken McElroy's book was selected to be part of Robert Kiyosaki's Rich Dad Poor Dad Series. *The ABC's of Real Estate Investing* is an easy read and packed with information for both novice investors and experienced investors alike. Ken McElroy is CEO of a real estate management firm that has thousands of units under construction, and he has directly overseen over 20,000 units in many states. His experience with creating proven formulas for investing in real estate shines through every section of the book.

Much of the *ABC's* book is dedicated to laying out a game plan to invest in real estate, using realistic expectations and sound advice. Each section has a To Do List or Action Plan to assist the reader in moving forward with their goals of investing. *ABC's* focuses on building returns on your investment and recommends against Property Flipping.

One of the focuses of this book that is ignored in many investment texts, is assistance in calculating at what price a property should be purchased. McElroy uses comparable properties in determining an investment property's value, which is often overlooked in books that rely simply on income streams without accounting for surrounding values. This approach helps an investor to avoid potential problem properties. The book also delves heavily into income analysis and the mathematics behind a sound investment.

An excellent text, packed with solid information, we highly recommend it! You can purchase this book online at [www.REInvestmentDigest.com](http://www.REInvestmentDigest.com)