



11

MUST-READ BOOKS

FOR SERIOUS
REAL ESTATE
ENTREPRENEURS

a free guide from

 **grocapitus**



Multifamily University

“Reading is still the main way that I both learn new things and test my understanding.”

- BILL GATES

According to selfdevelopmentsecrets.com, the average fortune 500 CEO reads one book, each and every week.

It’s a habit that is shared by a majority of successful business people, including Warren Buffett, Oprah Winfrey, and Elon Musk. In fact, when Musk was asked how he learned to build rockets, he famously replied, “I read a book.”

The fact that these busy C-level executives and entrepreneurs place a high value on reading should be enough to persuade you to take up the habit.

The Grocapitus Family is full of voracious readers who understand the importance of a good business book. You will find some of our top picks to help you get started.



NEAL
BAWA

neal



ANNA
MYERS

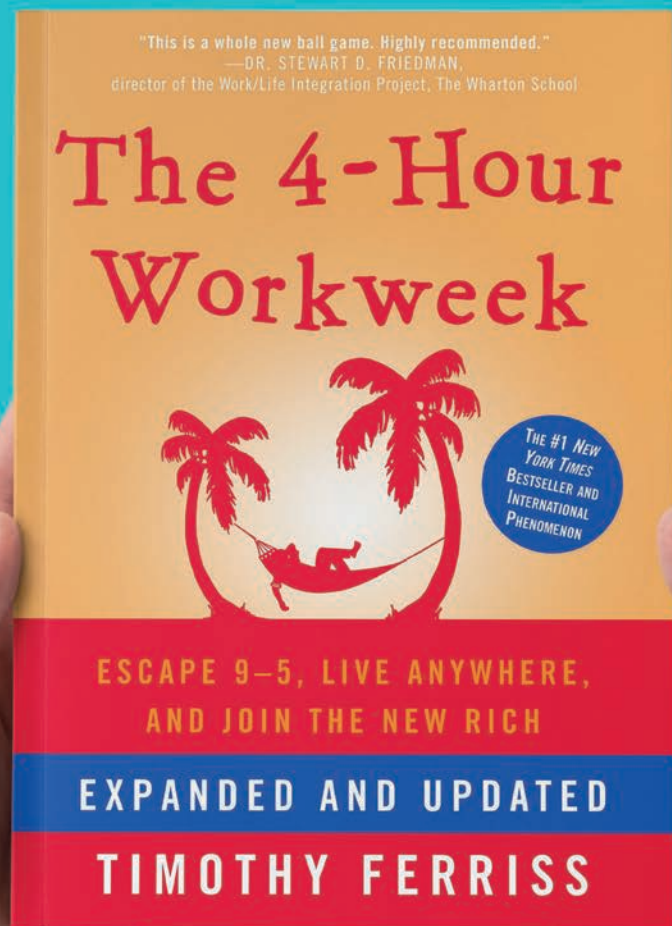
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THE
BOOKSHELVES OF
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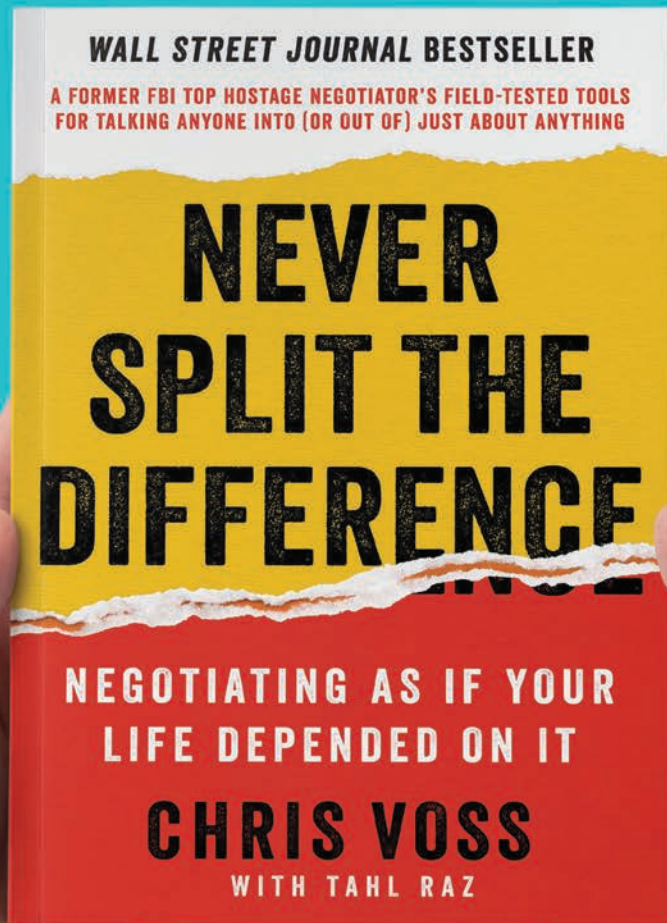


THE 4-HOUR WORKWEEK

BY TIM FERRIS

*The New York Times bestselling author of *The 4-Hour Body* shows readers how to live more and work less, now with more than 100 pages of new, cutting-edge content.*

*Forget the old concept of retirement and the rest of the deferred-life plan—there is no need to wait and every reason not to, especially in unpredictable economic times. Whether your dream is escaping the rat race, experiencing high-end world travel, or earning a monthly five-figure income with zero management, *The 4-Hour Workweek* is the blueprint.*

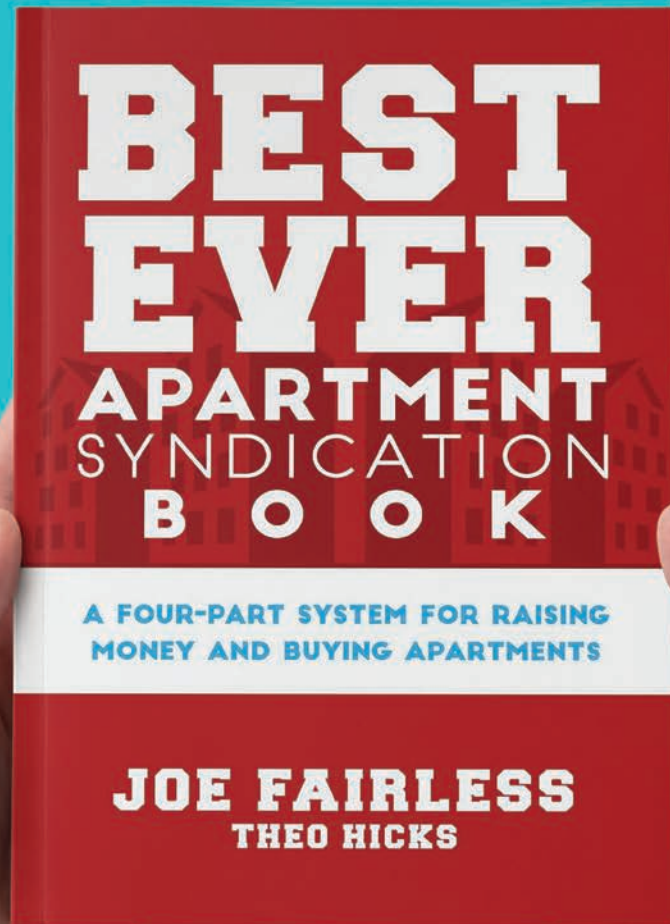


NEVER SPLIT THE DIFFERENCE

BY CHRIS VOSS

Never Split the Difference takes you inside the world of high-stakes negotiations and into Voss' head, revealing the skills that helped him and his colleagues succeed where it mattered most: in saving lives. In this practical guide, he shares the nine effective principles - counterintuitive tactics and strategies - you, too, can use to become more persuasive in both your professional and personal lives.

Life is a series of negotiations you should be prepared for: buying a car, negotiating a salary, buying a home, renegotiating rent, deliberating with your partner. Taking emotional intelligence and intuition to the next level, Never Split the Difference gives you the competitive edge in any discussion.

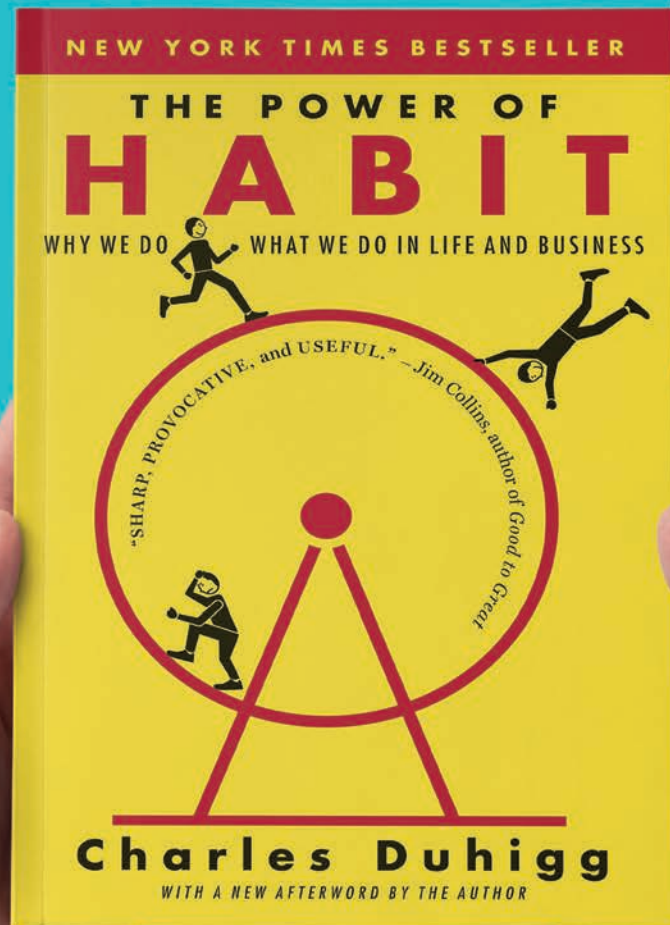


BEST EVER APARTMENT SYNDICATION BOOK

BY JOE FAIRLESS & THEO HICKS

Do you want to purchase an apartment community but don't have prior real estate or apartment investing experience, don't have access to private capital, can't find a good deal, lack the skills to execute a business plan, or a combination of the four? The Best Ever Apartment Syndication Book is the only book that will solve these challenges. It provides a step-by-step system for completing your first apartment syndication deal and building a multimillion or multibillion dollar apartment investing empire.

In this book, you will learn the exact process that Joe followed to go from making \$30,000 each year at a New York City advertising firm to controlling over \$570,000,000 in apartment communities.



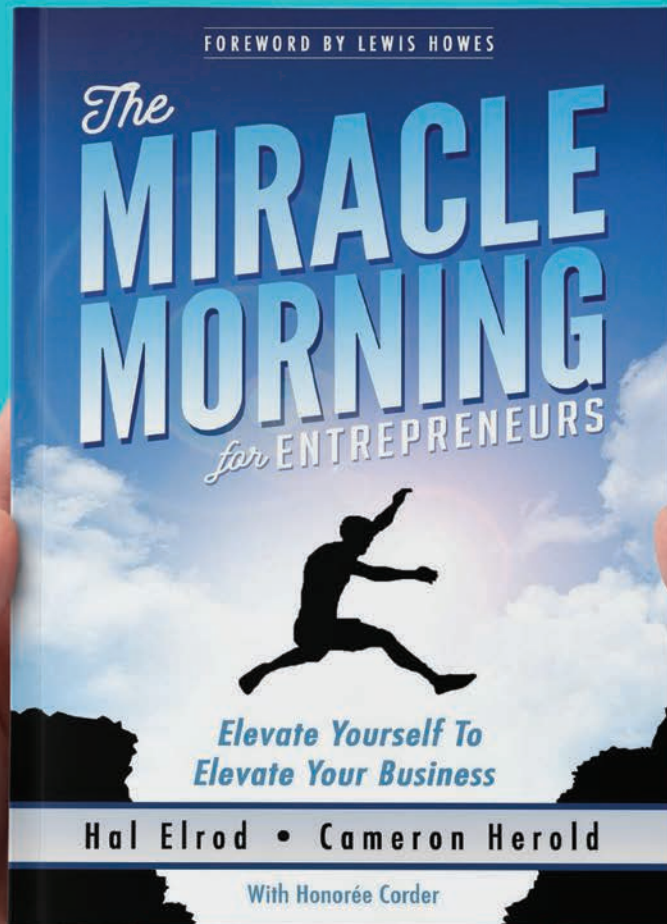
BOOK
#4

THE POWER OF HABIT

BY CHARLES DUHIGG

Named one of the best books of the year by The Wall Street Journal and Financial Times, this New York Times best seller explores how we can change our lives by changing our habits.

In The Power of Habit, award-winning business reporter Charles Duhigg takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, The Power of Habit contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our businesses, our communities, and our lives.



BOOK
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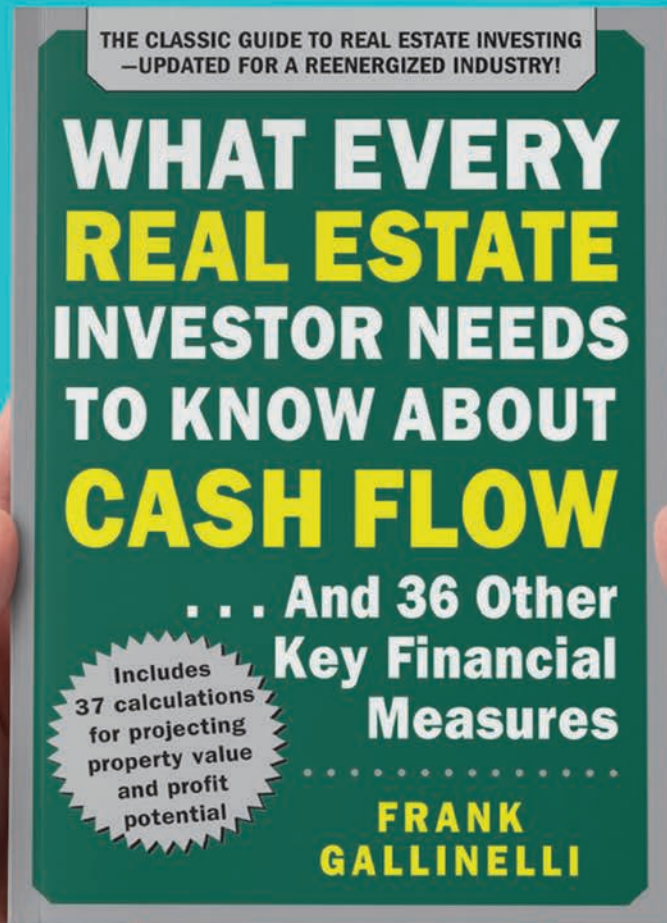
THE MIRACLE MORNING FOR ENTREPRENEURS

BY HAL ELROD & CAMERON HEROLD

The Miracle Morning has helped redefine the mornings and the lives of millions of people since 2012. Since then, careers have been launched, goals have been met, and dreams have been realized, all through the power of the Miracle Morning's six Life S.A.V.E.R.S. These six daily practices will fuel your efforts to create and sustain positive change in your life.

This instant classic brings you these principles in a whole new light - alongside the entrepreneurial elevation principles and the entrepreneur's elevation skills. These are essential skills that you need to create a successful business and personal life.

Develop a vision for your business, and become the influential and inspiring leader you were always meant to be. The principles and skills you'll find in this book will help you to channel your passion and achieve balance in a remarkable new way.

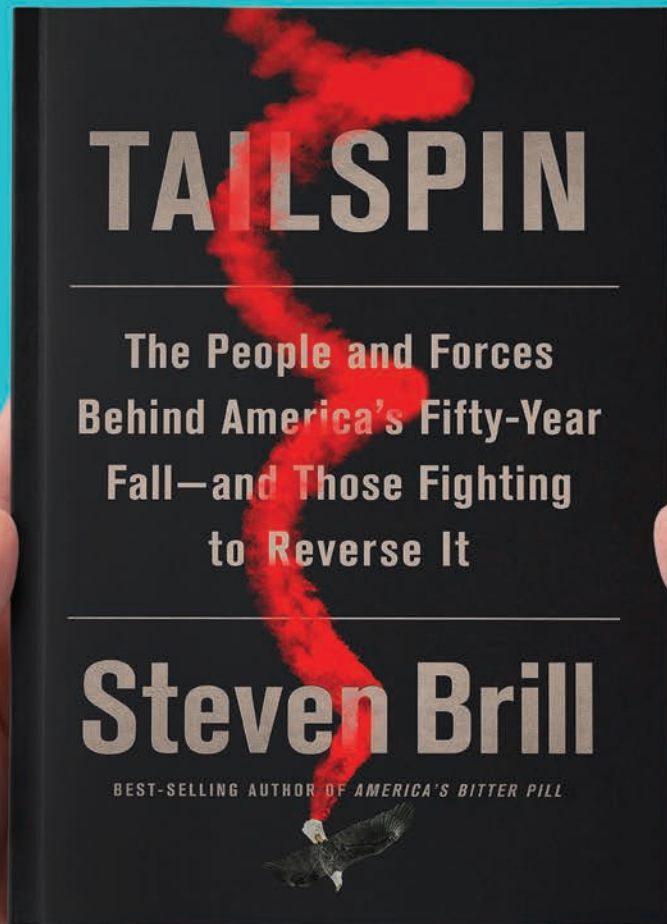


WHAT EVERY REAL ESTATE INVESTOR NEEDS TO KNOW ABOUT CASH FLOW

BY FRANK GALLINELLI

What Every Real Estate Investor Needs to Know About Cash Flow removes the guesswork from investing in real estate by teaching you how to crunch numbers like a pro, so you can confidently judge a property's value and ensure it provides long-term returns.

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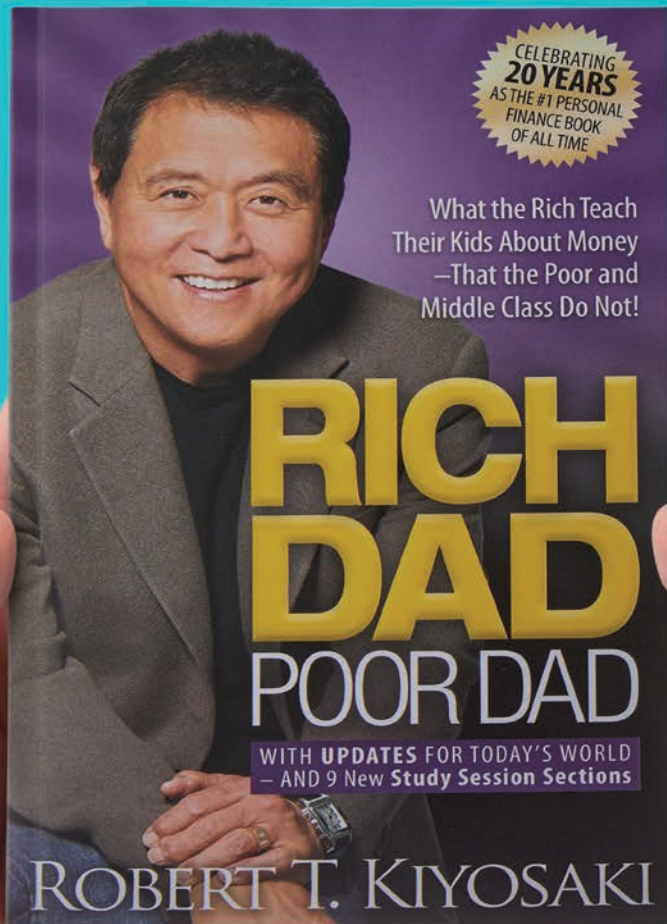


TAILSPIN

BY STEVEN BRILL

In this revelatory narrative covering the years 1967 to 2017, Steven Brill gives us a stunningly cogent picture of the broken system at the heart of our society. He shows us how, over the last half-century, America's core values - meritocracy, innovation, due process, free speech, and even democracy itself - have somehow managed to power its decline into dysfunction. They have isolated our best and brightest, whose positions at the top have never been more secure or more remote. The result has been an erosion of responsibility and accountability, an epidemic of shortsightedness, an increasingly hollow economic and political center, and millions of Americans gripped by apathy and hopelessness.

By examining the people and forces behind the rise of big-money lobbying, legal and financial engineering, the demise of private-sector unions, and a hamstrung bureaucracy, Brill answers the question on everyone's mind: How did we end up this way? Finally, he introduces us to those working quietly and effectively to repair the damages.

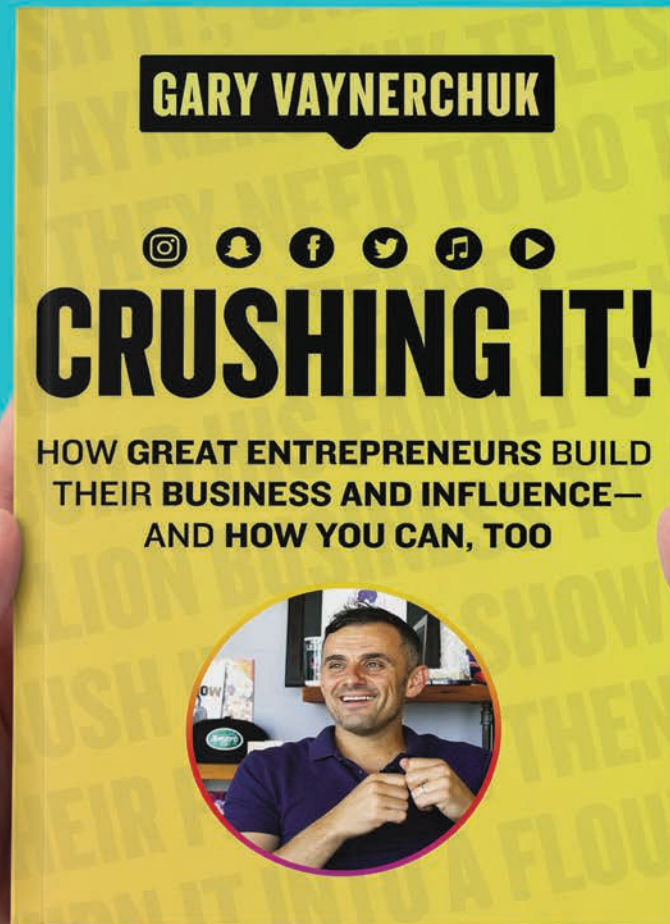


RICH DAD POOR DAD

BY ROBERT T. KIYOSAKI

Robert Kiyosaki has challenged and changed the way tens of millions of people around the world think about money. With perspectives that often contradict conventional wisdom, Robert has earned a reputation for straight talk, irreverence, and courage. He is regarded worldwide as a passionate advocate for financial education.

Rich Dad Poor Dad will explore the myth that you need to earn a high income to become rich, challenge the belief that your house is an asset, show parents why they can't rely on the school system to teach their kids about money, define once and for all an asset and a liability, teach you what to teach your kids about money for their future financial success, and much more.

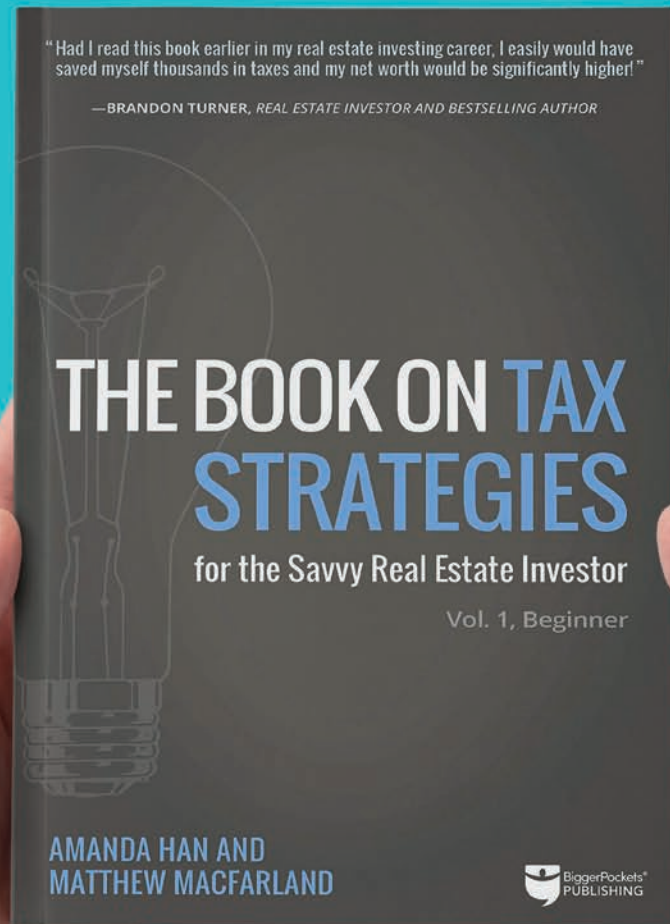


CRUSHING IT

BY GARY VAYNERCHUK

Four-time New York Times best-selling author Gary Vaynerchuk offers new lessons and inspiration drawn from the experiences of dozens of influencers and entrepreneurs who rejected the predictable corporate path in favor of pursuing their dreams by building thriving businesses and extraordinary personal brands.

*In his 2009 international best seller *Crush It*, Gary insisted that a vibrant personal brand was crucial to entrepreneurial success. In *Crushing It!* Gary explains why that's even more true today, offering his unique perspective on what has changed and what principles remain timeless. He also shares stories from other entrepreneurs who have grown wealthier - and not just financially - than they ever imagined possible by following *Crush It* principles. The secret to their success (and Gary's) has everything to do with their understanding of the social media platforms and their willingness to do whatever it took to make these tools work to their utmost potential. That's what *Crushing It!* teaches readers to do.*



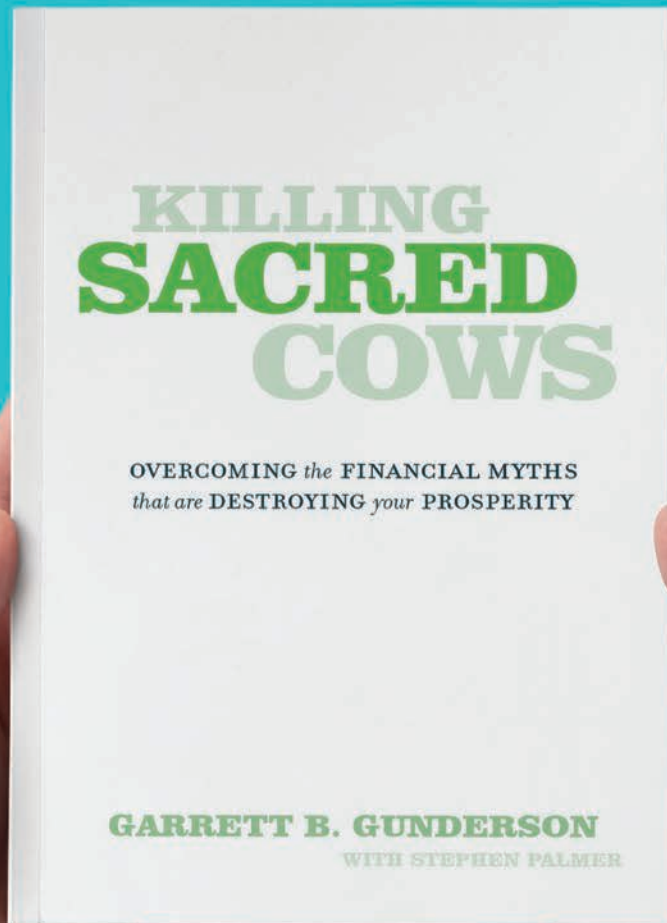
BOOK
#10

THE BOOK ON TAX STRATEGIES FOR THE SAVVY REAL ESTATE INVESTOR

BY AMANDA HAN & MATTHEW MACFARLAND

Dreading doing your taxes? Unsure of how to maximize deductions for your real estate business? The Book on Tax Strategies for the Savvy Real Estate Investor will give you practical information you can use to not just do your taxes but also prepare a strategy to use throughout the year and make tax season that much easier.

In this book, you'll learn creative ways to maximize your tax deductions, clever ways to write off your kids, strategies to write off every penny of your travel, easy tips and tricks to cut down bookkeeping time, simple ways to protect yourself from an IRS audit, and much more.



KILLING SACRED COWS

BY GARRETT B. GUNDERSON

Tackling nine specific financial myths, Killing Sacred Cows is a must for mission-driven individuals. It plainly reveals these shocking truths kept hidden by the traditional financial industry.

By the time you're done reading this book, you'll know more about personal finance than most financial advisors - and this is no joke! You'll discover how to take control of your finances now. After reading it, you'll scoff at generic recommendations from financial advisors who push the same products on every client regardless of their unique personal goals and financial blueprint.



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