

San Francisco Chronicle

N - E
SECTION

K

Sunday,
December 17, 2006

REAL ESTATE

WINTER READING

Give one as a gift; take another and curl up in front of the fire. We present you with the top real estate books of the year. Page K6.



LANCE JACKSON / The Chronicle





SFGate.com

SFGATE HOME • BUSINESS • SPORTS • ENTERTAINMENT • TRAVEL JOBS • REAL ESTATE • CARS

Search SFGate News Web by Google™

San Francisco Chronicle

WINTER READING -- THE TOP 10 REAL ESTATE BOOKS OF 2006

Each week I read and review at least one new real estate book. At the end of the year, I choose from these 52 the top 10 real estate books. This year my job was especially difficult because there we

Robert J. Bruss, Special to The Chronicle
Sunday, December 17, 2006

Trump-Style Negotiation

George Ross

John Wiley and Sons,
Hoboken, \$24.95, 259 pages

This unique book offers insights into Donald Trump's big-thinking negotiation style, which leaves the contract details to his trusted adviser, George Ross. Only serious real estate buyers, sellers, real estate agents and investors will study this extremely well-written book that reveals negotiation tactics not found elsewhere, illustrated with examples from Trump acquisitions.



- [Printable Version](#)
- [Email This Article](#)

The Automatic Millionaire Homeowner'

David Bach

Broadway Books, New York, \$19.95, 244 pages

If you could read only one real estate book, whether you are a renter considering a home purchase, a current homeowner, a seasoned realty investor or a real estate agent, this is the book for you because it shows how home ownership can lead to wealth. The book's main theme is that renters can become millionaires by investing in their first house or condo and that residence can become the foundation for a better home or more investment property in the future.

Buy Even Lower'

Scott Frank and **Andy Heller**

Kaplan Publishing Co., Chicago, \$18.95, 238 pages

Aimed at real estate investors and sales agents, this book, by two full-time corporate executives and part-time realty investors, shows how they buy single-family houses at targeted below-market prices and then either buy and hold, buy and flip, or (their favorite) buy and lease-purchase. The authors favor "ugly and awful" three-bedroom, two-bathroom houses in middle-income neighborhoods.

Real Estate Debt

Can Make You Rich'

Steve Dexter

McGraw-Hill, New York, \$21.95, 156 pages

The two audiences for this book, which explains why real estate debt is good, are home buyers and realty agents who want to understand the inner-workings of the mortgage industry and investors who need to know how "good debt" can be created to maximize profits. The mortgage-broker author reveals how avoiding "inexperienced and inept loan hacks" can lead to the best mortgages. The book includes the best compilation of real estate Web sites available.

"Bubbles, Booms,
and Busts

Blanche Evans

TopHomes

From
Pacific Union

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 1 BA
\$549,000

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 1 BA
\$549,000

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 1 BA
\$549,000

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 1 BA
\$549,000

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 2 BA
\$599,000

ALAMEDA
3 BR / 2.5 BA
\$799,000

**WEST PORTAL, ST.
FRANCIS WOOD, W**
2 BR / 2 BA
\$899,000

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 1 BA
\$675,000

**SUNSET, GOLDEN GATE
HEIGHTS**
4 BR / 3 BA
\$888,000

**MISSION DISTRICT,
BERNAL HEIGHTS**
2 BR / 1 BA
\$625,000

PARKSIDE, FOREST HILL
3 BR / 2 BA
\$749,000

**PRESIDIO HEIGHTS,
LAUREL HEIGHTS**
2 BR / 1 BA
\$609,000

**NOB HILL, CATHEDRAL
HILL**
1 BR / 1 BA
\$899,000

**OUTER RICHMOND,
SEACLIFF AND LAK**
2 BR / 1.5 BA
\$749,000

**SUNSET, GOLDEN GATE
HEIGHTS**
2 BR / 1 BA
\$750,000

[See more from this broker](#)

Westlake Village



Starting at
\$1050...

Close to shops,
Daly City BART,
San Francisco –
& More!



WestlakeVillageApts.com

ADVERTISERS

Own '06 Chronicle Quake &
Fire Photos & Frontpages

McGraw-Hill, New York, \$16.95, 167 pages

This well-researched and up-to-date book explains the signals of local rising, falling or neutral local home sales markets, and how to profit in any situation if you take a long-term perspective on home sales. "Except for local economic shocks, such as the collapse or exit of a major employer, home prices nationwide have not gone down since the Great Depression," the author reminds readers.



Success as a Real Estate Agent for Dummies

Dirk Zeller

Wiley Publishing Co., Indianapolis, \$21.99, 350 pages

Whether you are a new real estate agent, a longtime agent or an individual thinking about becoming an agent, this basic book explains what is involved in selling real estate, how to use time management profitably and how to get started fast by contacting expired listings and for sale by owners. The book includes a list of Web sites for agents plus advice on how to obtain a "slice of the market."

Everything to Know Before Buying a Co-Op, Condo, or Townhouse

Ken Roth

AMACOM Publishing, New York, \$18.95, 197 pages

The author shares personal experiences so readers don't make costly mistakes when buying into these properties. Emphasis is placed on the pros and cons of homeowner associations, including "condo commando" who seek to take charge of the members.

Who Says You Can't Buy a Home?'

David Reed

AMACOM

Publishing, New York, \$17.95, 182 pages

This mortgage-broker author is on the side of home buyers and real estate agents as he explains how

mortgage lenders look at borrowers in this tell all book. "Anyone with steady income, no matter how bad their credit rating, or even with no credit, can find a mortgage to buy a home," the author reveals.

Confessions of a Real Estate Entrepreneur'

James A. Randel

McGraw-Hill, New York, \$29.95, 256 pages

This book's theme is add value to real estate, whether you invest in raw land, houses, run-down factory buildings with rezoning potential, or fixer-upper apartments and offices. The shares his mistakes and his successes, along with his advice to invest with as little of your own cash as possible so profits can be maximized. Negotiation strategies are heavily emphasized.

The Reverse Mortgage Advantage

Warren Boroson

McGraw-Hill, New York, \$21.95, 169 pages

Virtually all aspects of senior-citizen reverse mortgages are explained in this book that emphasizes the potential pitfalls as well as the benefits. The author shatters reverse-mortgage myths, such as "the bank owns the house," the high costs, and even the scary stories of early reverse mortgages.

Page K - 6

Ads by Google

[What's This?](#)

[Sex Abuse Attorneys](#)

Representing victims of Sexual Abuse nationwide.
www.hermanlaw.com

[Falsely Accused Of Abuse?](#)

Call the Doctor Specialist in false accusations
www.falsely-accused.net

[Find Local Sex Offenders](#)

Search Over 400,000 known sex offenders for Free. Updated daily.
www.childsafenet.org



[Get 40% off home delivery of the Chronicle for 52 weeks!](#)

[Back To Top](#)

San Francisco Chronicle Sections ▼ Go

