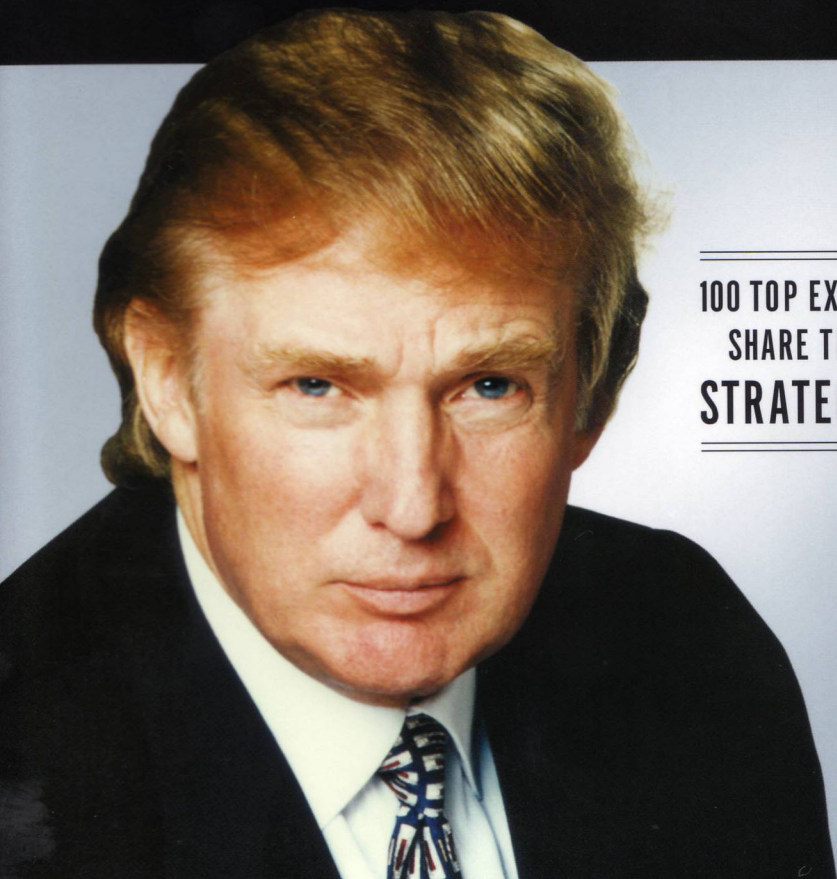


TRUMP

THE BEST **REAL ESTATE ADVICE**
I EVER RECEIVED



100 TOP EXPERTS
SHARE THEIR
STRATEGIES

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DONALD J. TRUMP

RUTLEDGE HILL PRESS®
Nashville, Tennessee

A Division of Thomas Nelson Publishers
www.ThomasNelson.com

INTRODUCTION

I've wanted to write this book for years.

Anyone who's observed my career is aware of my real estate strategies. (And if you haven't observed my career, now is the time to watch me on television or pick up one of my previous books.)

While very successful, my real estate business doesn't cover everything that's happening in real estate. What I know, I know well, but I don't have a monopoly on good ideas and real estate wisdom. I can't know everything. As Susan Penzer points out, underlying my success is my "ability to gather the best information from the brightest people." Susan made that comment after watching how I did business. But that's also exactly what I've done in this book—gather the best information from the brightest people in real estate. They share their experience, the lessons they've learned from others, and the lessons they've learned from the mistakes they have made and almost made. *The Best Real Estate Advice I Ever Received* is sage wisdom garnered from one hundred leaders in the field of real

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estate—the kind of information and wisdom that you can get only from a lifetime of experience.

In this book you'll find tremendous insight based on positive experience and lessons learned the hard way by real estate moguls from around the country. From missed opportunities, to wrong guessing about the market, to under or over negotiating—there are a lot of ways all of us could have done it better. These men and women tell you what they have learned.

I am friends with some of these contributors and some I've never met, although I've admired them from afar. This book represents the best compendium of real estate advice ever assembled. And I think that it accomplishes its mission: to offer you help in planning your own success in real estate. Whether it's buying or selling your own house, condo, or co-op, or whether you're in or entering the real estate business, I think you'll learn a lot from *The Best Real Estate Advice I Ever Received*.

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MY FAVORITE “KIM-ISMS”

KIM MOGULL

Kim Mogull is president and CEO of Mogull Realty, Inc., a leader in representing marquee developers and retailers in New York, Florida, and select key markets throughout the United States.

I have never shied away from getting advice from the best and brightest—from clients, from friends, and from family. I’ve also had the privilege of observing brilliance in action. It is a pleasure to pass along some of the lessons I’ve learned along the way.

DO WHAT YOU LOVE AND YOU’LL NEVER WORK A DAY IN YOUR LIFE

People say I’m a workaholic. I say, “I’m just having fun.” My mother, Martha Mogull, who remains my best friend and mentor, always encouraged me to pursue the kind of career that if I couldn’t do for a living, I’d do for a hobby. The “hobby” of commercial real estate became my playground.

“NO” REALLY MEANS “CONVINCE ME”

I’ve always been a salesperson, and I’ve learned that people can be sold on any product if you give them the right reason to buy it. I first began honing my sales skills in elementary school while selling costume jewelry to teachers and classmates. In high school, I moved on to selling clocks out of the trunk of my car. And while attending Northwestern University, I became the number one door-to-door *Encyclopedia Britannica* salesperson in the Midwest. Although the product was different, the lesson remains the same: “No” really means “Convince me.”

MOVE YOUR INVENTORY FAST

Even the best real estate appears stale when it sits too long because people just assume there is something wrong with it. In 2006 I brokered a joint venture for a hotel on the corner of Fifty-seventh Street and Sixth Avenue in New York City and simultaneously leased the vacant retail space to a celebrated restaurant group. The building owner had previously hired two major brokerage firms to fill the vacancy with no luck. The market’s primary objection was that Fifty-seventh Street and Sixth Avenue was “an unlucky, dead corner.” Of course it was dead—it had been vacant for years! The vacancy, combined with the momentum of other false objections, caused the market to turn a blind eye to the highly trafficked site near Carnegie Hall and Central Park.

Once hired, I immediately spruced up the building, wrapping it with a huge purple ribbon and bow along with a sign that read, “Our gift to you—a brand new restaurant for no key money.” Among those I contacted was the owner of The James Hotel Group, one of the hottest new boutique hotels expanding across the country. We soon formed a joint venture to convert the site to The James’ flag and leased the retail space to a major restaurateur. The previously “dead” corner will emerge as one of New York City’s most vibrant.

CREATE EXCITEMENT AND A SENSE OF URGENCY ABOUT YOUR PRODUCT

In one of Donald’s previous books, *TRUMP: The Way to the Top*, Barbara Corcoran offered great advice when she said, “When there are ten buyers and three puppies, every dog is the pick of the litter.” Well said, Barbara. My favorite way of showing space is through back-to-back showings with prospects coming in one after the other. This not only maximizes your time, it creates a sense of urgency and inflated demand.

MAKE IT MEMORABLE; MAKE IT FUN; MAKE IT PRODUCTIVE

When I sold encyclopedias door-to-door, I used to take a wrapped-up gift—usually a little dictionary. People were so curious to unwrap the gift that they would let me in the

door. A \$3 pocket dictionary would wind up costing them a minimum of \$1,099—the price of our least expensive set of encyclopedias. Nothing has changed. When I visit my real estate clients, I often come armed with something unexpected that the person will appreciate. It’s usually something that personally touches the client or sparks their imagination. But I also always come prepared to back up the incidentals with something of value—information—something my client would want to know but didn’t before I arrived. This is a way of adding value while keeping a smile on their face.

NEVER LOSE SIGHT OF THE HUMAN SIDE OF A DEAL

Selling real estate is not just placing a piece of property with a buyer or tenant; it is bringing two people together. Even in a corporate transaction, the decision to make or break a deal is made by people. No matter how tight your schedule or your clients’ time, do your best to have face-to-face meetings. It is much easier to kill a “faceless deal.” And above all, act honorably. That is what people remember.

MY MOTHER ALWAYS SAID, “FROM LITTLE ACORNS BIG TREES GROW”

Many people have asked me, “How did you get Donald Trump’s business?” I got it through preparation, passion, and persistence—plus seventeen years of practicing commercial real estate 24/7 and loving it. When Mr. Trump’s

office first called to request a meeting with me, I was president of a small real estate company. I went to my first meeting with Donald knowing everything I could about his retail portfolio. I also told him where I thought I could add value. After one hour of classic Donald Trump interrogation (causing sweating, nausea, and slight hyperventilation), I was hired—but only for one store. I had one chance to prove myself and was assured that if I did, more business would follow. Once hired, I immediately began implementing my plan and proving myself one store at a time.

DON'T BE AFRAID TO TRUST YOUR INSTINCTS OR SPEND MONEY TO MAKE MONEY

My first assignment from Donald was to lease a corner restaurant at Trump Plaza. But when I walked through the space for the first time, my radar went off because a restaurant didn't belong there. Furthermore, the store seemed bigger than what I had been told. I was nervous about giving Donald advice because he barely knew me, and my competitor had been marketing the vacant restaurant "as-is" at the smaller square footage. I advised Donald to hire an architect to remeasure the space and a contractor to gut it. If I was wrong, he would never hire me again. I stuck to my instincts, and they were right. The space was larger than I had been told. We doubled our rent and blew through previous income projections.

ABOVE ALL, BE PASSIONATE; PASSION IS CONTAGIOUS

The day I was hired, Donald not only gave me a great opportunity but also the best business advice I've ever received. As I was leaving his office, he said, "Kim, you're one of the greatest salespeople I've ever met. Start your own company. Brand yourself. Make it easy for people to find you." The next day I formed Mogull Realty with Donald as my first client. I've never looked back.

It took years to win his trust—years of working hard and smart. The bottom line is the bottom line, and clients like Donald reward results. Years and many transactions later, Mogull Realty has become the exclusive broker for the bulk of the Trump Organization's retail portfolio.