



# The Perfect Investment: Create Enduring Wealth from the Historic Shift to Multifamily Housing

*Paul Moore*

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The American Dream has shifted...Not long ago, Americans were bent on home ownership. Most viewed it as one of their great life goals and their largest investment. No more. Almost overnight, the demographics have shifted. For an increasing number of Americans of all ages and backgrounds, renting is in, and home ownership is out.

Experienced commercial real estate investors know that the risk profile, returns and tax benefits of large scale multifamily are virtually unmatched. Unfortunately, access to these investments is unavailable to most investors. The author takes you on a journey through his surprising discoveries about the power of this unique asset class. *The Perfect Investment* teaches you...

- The secrets used by the super-wealthy to attain and maintain their wealth over generations (and why you're not invited to their party).
- Why multifamily investing scored 460% better than the stock market on a key risk vs. reward ratio.
- Why investing in flips, single family rentals, and small apartments is a not a path to multi-generational wealth for the vast majority of people.
- Why US demographics, the economy, and the fallout from the last recession have caused the perfect storm for the success of this asset class.
- How multifamily investors "partner" with the IRS to reap significant profits while paying virtually no taxes. (Your CPA may not know these tax codes, but you need to!)

"The Perfect Investment is extremely compelling. So much so, that as soon as I finished reading the book, I contacted Paul and said, "I'm in!" As an early stage entrepreneur that is always swinging for the fences on high-risk, high-growth startups, this is a much-needed wakeup call to balance my investment strategy with the highest return/lowest risk investment available. Well done, Paul!"- **Wade Myers, Chairman of RealManage (an Inc 5000 tech-enabled real estate management firm), tech entrepreneur and investor, and Harvard MBA and case study author**

"Paul Moore has written a terrific book for real estate investors, new or experienced. He explains the benefits and provides a detailed but concise pathway based upon personal experience and in easy to understand language. A great recommendation for getting started in commercial real estate investment."- **Allen Smith, Vice President Investments, Marcus & Millichap (top 10 US commercial brokerage with \$33B in annual sales)**

"The book is very impressive and complete. It goes beyond the basics and informs investors of all of the opportunities, and pitfalls, of investing in real estate. The ability for a potential investor, at any level of sophistication, to go to one location to access information about investing in multifamily real estate is very unique." - **Rick Graf, President & CEO, Pinnacle Property Management Services (top 5 US property management firm with 146,000 apartment units under management)**

“As an investment advisor I am always seeking investments that will compliment the portfolio of a family or individual looking to grow their wealth without taking extraordinary risks. In this book, Paul builds a strong case for why multifamily housing provides a highly attractive risk to reward ratio on an investment you can actually touch and see!” - **Micah Spruill, Managing Partner, Aurora Investment Advisors**

“The Perfect Investment is a great introduction for anyone looking to venture into commercial multifamily investing. Paul’s approach during each step of the process is well defined and thoroughly explained. A perfect guide for the perfect investment.”- **Neal Golden, Vice Chairman and Texas Regional President of Newmark Grubb Knight Frank (top 3 US commercial brokerage-\$100B in annual sales)**

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that on this era, many ways to get whatever we wish. Likewise word says, many ways to reach Chinese's country. So , this The Perfect Investment: Create Enduring Wealth from the Historic Shift to Multifamily Housing can make you really feel more interested to read.

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