

# BOOK REVIEW

## NEW BOOK SKILLFULLY GUIDES READERS INTRIGUED ABOUT INVESTING IN RETAIL PROPERTIES

His isn't just a theoretical approach. Rappaport, CEO of McLean, VA based RAPPAPORT, a retail real estate company, has decades of experience to share with the book's readers. He also doesn't just gloss over the specifics. While business people often talk about focusing on the big picture – that cliched 30,000-foot view – Rappaport is happy to zoom in on the nitty-gritty details, which he insists are what really matter.

He writes: "As one looks for the right opportunity, whether it is to find the right property, the right location, the right accessibility to the project, the right layout of the property, the right anchor tenant, the right tenant mix, or the right demographic profile of the surrounding customer base, it is the details that make it all happen."

Want to know how to set up a management and leasing company? Need a tutorial in how to maintain partner relationships? Need a better grasp of the cyclical nature of commercial real estate? Rappaport has the answers and willingly shares them.

Rappaport doesn't leave you stranded on a sea of overwhelming or vague information. He accompanies you **step-by-step with easy-to-follow advice and real-world examples.** Along the way you'll also learn plenty about his personal favorite type of commercial real estate – grocery-anchored shopping centers. *Investing in Retail Properties* includes a plethora of photographs, along with helpful charts and graphs, that complement Rappaport's anecdotes and lessons, giving readers an even better understanding of the instruction he provides.

Even as he sings the praises of commercial real estate investing, Rappaport makes it clear that the retail real estate market is no easy path to riches. "Developing retail takes courage, skills, knowledge, and hard work," he writes. "It is not easy money, but the rewards are significant both in terms of financial payback as well as career satisfaction." ■

*A copy of this book is available as a prize in this issue's contest. (See the inside back cover.)*

COMMERCIAL REAL ESTATE MAY offer investors a multitude of opportunities for making money, but it comes with plenty of pitfalls as well. The trick is separating the two. Fortunately for those new to the game, Gary D. Rappaport serves as an able guide in the recently released third edition of his book *Investing in Retail Properties: A Guide to Structuring Partnerships for Sharing Capital Appreciation and Cash Flow*.

Rappaport walks entrepreneurs and potential property owners through such topics as how to acquire undervalued commercial real estate, how to prepare an investor package and make a presentation that will impress and captivate other investors, and how to benefit from the tax advantages that come with owning commercial real estate.

So my neighbor knocked on my front door at 3 am. 3AM!!! Luckily I was already up playing the bagpipes.

# TRENDING

## Most Future-Ready

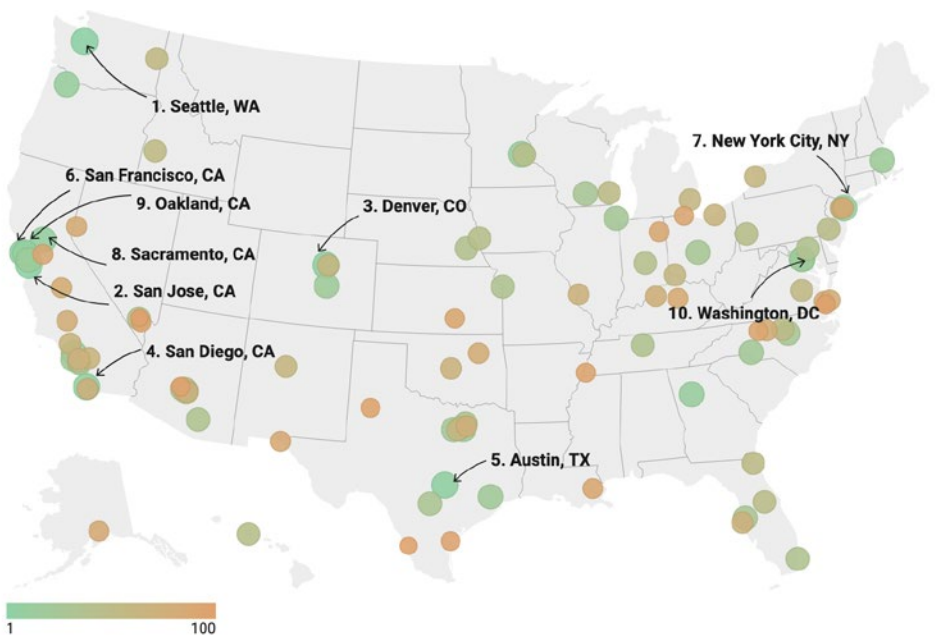
**Point2** ROTATING TECH advancement and sustainability dilemmas, tomorrow is more than just another day—it's an ongoing challenge. As urban areas become increasingly dynamic, there's a growing necessity to ensure they are primed for the future. The analysts at Point2 crunched the numbers on **the 100 largest cities in the U.S. to see which are the most future-ready**, considering 30 key metrics across five categories: Business & Technology; Internet Connectivity; Environment & Sustainability; Transit & Mobility; and Economy & Demographics. Here's a snapshot of what they found:

**Seattle, WA** steals the spotlight as the country's most future-ready large city. It scores high in all five innovation categories, excelling in metrics like the number of startups (795), the annual median income (\$110,781), and even bike-ability.

**San Jose, CA** and **Denver, CO** follow closely behind, with San Jose boasting the highest number of invention patents (34,712) and Denver seeing more than 33 million enplanements in 2022.

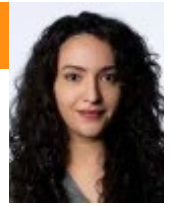
At the other end of the innovation spectrum, **Laredo, TX** has a notably low gigabit broadband coverage of under 10%, while **North Las Vegas, NV** boasts a share of tech job openings of less than 2%, on top of the city having no startups.

## Cities in the U.S.



Source: Point2 Analysis · Created with Datawrapper

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See the whole report and methodology [<HERE>](#). ■

*This study was done by Alexandra Ciuntu, a creative writer for Point2 with a background in covering real estate market trends, renter demographic shifts and industry news.*