



Real Estate Tsunami Survivor's Guide Prospering in Today's Financial Storm

by Peter Ingersoll

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***Real Estate Tsunami Survivor's Guide* by Peter Ingersoll**

"When the U.S. real estate market collapsed, Peter Ingersoll was on the front lines. With experience in construction, investment banking, real estate development, and other investment-related fields, he assessed the devastation and came out fighting mad. In his latest book, he offers his blunt perspective on the future of real estate investing and provides tips for investors looking to profit from the market's subsequent price correction."

Dan Sommer, VP Marketing, MiniCo

Real estate investors had best be on their toes in 2011, advises noted commercial real estate expert Peter Ingersoll in his latest book, *Real Estate Tsunami Survivor's Guide: Prospering in Today's Financial Storm*.

While economists have announced that the recession is officially over, Ingersoll notes that enormous structural imbalances in the financial markets – specifically the commercial real estate markets – can move suddenly, "Like tectonic plates deep under the ocean, sweeping unwary investors out to sea."

Avoiding such a catastrophe and, better yet, prospering in 2011 and beyond, is the impetus behind Ingersoll's extensively researched handbook. This blunt, plain-talking guide outlines how to safely approach investing in commercial real estate in the current distressed market but is really for anyone who wants to better understand the crash of 2005-2007, the subsequent Great Debt Implosion, how it affects every aspect of American life, and most especially what it means for future commercial investment in real estate.

Filled with practical tips and sage advice for the seasoned as well as the new investor, chapters include "Seize the Day...Carefully," "Is Having One's Head in the Sand a Strategy?" and "Inflation: Friend or Foe?" Ingersoll offers specific advice on investing in today's volatile economy, punctuating key points with jokes, stories, and metaphors that "will either make you laugh or make you want to call your elected officials and scream."

Notes David S. Pottruck, co-chairman of HighTower and former CEO of Schwab, "Aspiring or active real estate investors should take the time to dive into this book and learn from Pete's experiences and hard-earned wisdoms."

Author: Peter Ingersoll has 25 years experience as a trust officer, investment banker, builder/developer, and commercial real estate broker. A registered investment advisor and CCIM designee, he creates treasure maps for investors to safely navigate the treacherous investment waters of commercial real estate. The CEO of Safe Harbour Equity, Inc. and the vice chair of the California Self Storage Association, he serves on the board of directors of the Northern California chapter of CCIM. A regular columnist on distressed commercial real estate for *The Registry Real Estate Journal*, he is a passionate and outspoken presenter on the structural risks embedded in the fabric of our financial system.

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