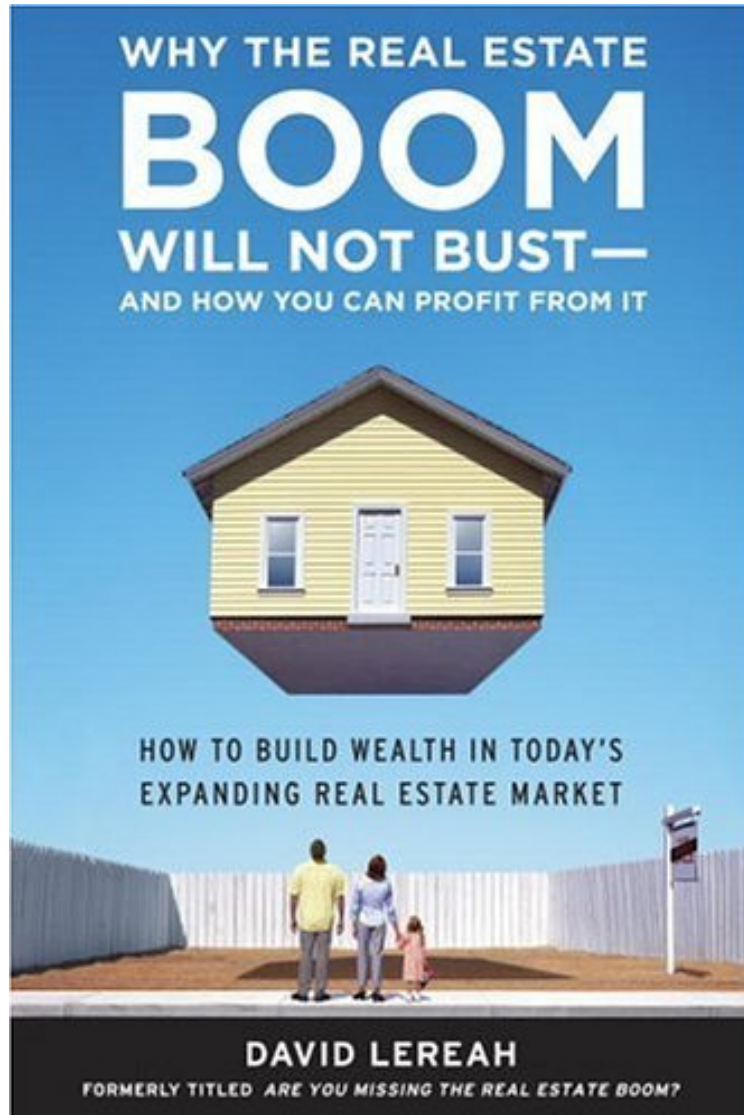


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# Why the Real Estate Boom Will Not Bust - And How You Can Profit from It: How to Build Wealth in Today's Expanding Real Estate Market

*David Lereah*

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We are experiencing a historic wealth-building opportunity, says David Lereah, chief economist for the National Association of Realtors. As Lereah has predicted, the double-digit appreciation boomndash;far from a real estate ldquo;bubblerdquo;ndash;is winding down to a healthy real estate expansion that will keep the long-term fundamentals for housing strong into the foreseeable future.To ensure that you donrsquo;t miss out, Lereah provides the tools, information, and analysis you need to become a savvy real estate investor.From the Trade Paperback edition.

From BooklistFor most people, their home is their biggest investment. In 2000-2002, when stocks suffered and many businesses went under, the real estate market was a source of stability for the economy. A number of factors, including low interest rates, streamlined mortgage approval, and Internet listings, have helped to fuel the real estate boom in recent years. Although some economists believe that the real estate market may be headed for bubble territory, Lereah disagrees, arguing that continued low interest rates, a healthy boomer population, and the "boomer echo" of next-generation buyers should keep the market healthy for at least the next 10 years. But he says that in order to profit from this sector you should invest now. He offers tips on how to select a real estate agent, the ins and outs of mortgages, tax strategies, home improvements, investment properties, and vacation homes. Senior vice president and chief economist of the National Association of Realtors, he has written numerous articles on the subject. David SiegfriedCopyright copy; American Library Association. All rights reserved ldquo;An invaluable book . . . Todayrsquo;s real estate markets are booming and Lereah makes a convincing case for why the real estate expansion will continue into the next decade. This book should prove to be a truly practical guide for any household looking to create wealth in real estate.rdquo; mdash;DEWEY DAANE, FORMER GOVERNOR OF THE FEDERAL RESERVE BOARD OF GOVERNORSldquo;An important book, whether you agree with the author (as I do) that housing will remain an excellent investment or are convinced that home prices are poised for a plunge, David Lereah lays out a compelling vision of housing as a continuing positive investmentmdash;and how you can profit from real estate if you already own the home you live in, are looking to move from rental housing to an owner-occupied home, or want to use real estate as an investment.rdquo; mdash;DAVID BERSON, CHIEF ECONOMIST, FANNIE MAEFrom the Trade Paperback edition.From the Inside FlapWhether you are a first time buyer or already own your home, ARE YOU MISSING THE REAL ESTATE BOOM? brings welcome news. David Lereah, chief economist for the National Association of Realtors, shows why the real estate market is poised to climb higher over the next decade -- and explains what you can do to profit from it. Calling today's market a "once-in-every-other generation opportunity," Lereah shows property owners and would-be buyers the enormous investment opportunities that exist in real estate. Today's boom is not just driven by low interest rates -- there are a host of demographic reasons that show why real estate will continue to outpace other investment opportunities, from the growing needs of the baby boomer generation to the new ways real estate is marketed and sold. Are you a first-time buyer? Looking to trade up? There has never been a better time to do so. Lereah explains what to look for when buying a home; which improvements add the most value to your current home; what to consider for when purchasing rental properties; how to evaluate REITS; and discusses the pros and cons of second homes. Full of insider information and advice (including how to analyze local markets and regional fluctuations), ARE YOU MISSING THE REAL ESTATE BOOM? brings readers the information they need to invest with confidence and reap outsized rewards.