

ENTREPRENEURIAL INSIGHTS FOR INVESTORS WHO WANT MORE

The Science of the Deal: The DNA of Multifamily and Commercial Real Estate Investing, ForbesBooks, 2019

A pharmaceutical scientist by education, Shравan Parsi, author of *The Science of the Deal™: The DNA of Multifamily and Commercial Real Estate Investing*, shares the story of how he built his one-time side hustle into a multimillion dollar commercial real estate investment firm.

Part illuminating career autobiography, part commercial real estate investment playbook, Shравan Parsi is determined to bring an analytical approach to an industry in need of clarity. He uses the personal story of his climb up the commercial real estate industry ladder to elucidate the technical information needed to learn how to invest in multifamily and commercial real estate, how to understand what makes a good potential investment, and when to walk away.

With *The Science of the Deal™*, Shравan encourages readers to step outside of their typical investment comfort zones and put their money to work in ways that could upstage their expectations. The housing industry is a global economic growth engine and is critical to the US economy's health. Housing is part of the finance, insurance, and real estate economic sector, which accounts for about 20 percent of GDP—that's \$3.9 trillion. With the right approach and help from the right firm, it's also an industry that's primed for ambitious, conscientious investors to carve out their own space and leverage as many opportunities as possible.

Shравan's system for delivering upside to investors starts with an expert knowledge of this massive industry. Active and passive investors alike will learn how to identify what makes a strong investment opportunity, which financial structures from raising capital to which kind of loan—recourse or nonrecourse—are appropriate, how to avoid “bad boy” practices that hurt credit and reputation, strategies for protecting the investments of all parties (like buying into the investment as an LLC), as well as the components and mechanics of building your own

corporate multifamily/commercial real estate investment firm. There's no detail Shравan allows to sit undiscovered, leaving investors feeling secure in his guidance through what can be a complicated and monolithic sector for the uninitiated.

Shравan reveals how he created a massive portfolio by co-investing with private equity groups, family offices, and

accredited passive investors, assembling an impressive roster of assets in the process. “I believe the key to success in any CRE investment firm—really, any business—is being systematic,” Shравan said.

Now, with *The Science of the Deal™: The DNA of Multifamily and Commercial Real Estate Investing* Shравan Parsi makes the exciting and profitable world of commercial and multifamily real estate investment actionable for hungry investors.

“This industry is not about running computer algorithms and developing objective investment plans. **It's about connecting with clients and doing what is best for each individual.**”

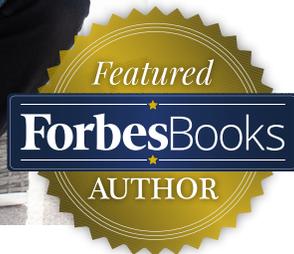
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“*The Science of the Deal* provides the reader with a powerful guide packed full of technical information, case studies, and stories that will empower the reader to understand what makes a good deal and when to walk away. From his roots in Hyderabad, India, to being the CEO of the successful multifamily and commercial real estate investment firm American Ventures, the wisdom Shravan shares will benefit any entrepreneur.”

—**David Osborn**, *New York Times* best-selling author of *Wealth Can't Wait*



SHRAVAN PARSI is an entrepreneur and innovator with a background in the diverse fields of real estate investing and pharmaceutical research. He is the CEO and founder of American Ventures and has been involved in Texas real estate since 2003. Shravan’s unique blend of scientific, management, and real estate experience informs American Venture’s strategic business vision. Born in India, Shravan developed a life-long interest in business and investing from watching his father, a medical doctor, invest in real estate. As of 2019, has acquired several apartment complexes (with an aggregate of more than four thousand units) and several commercial properties by co-investing with private equity groups, family offices, high-net-worth individuals, and accredited investors.

To reach Shravan or co-invest with him, please send an email to invest@americanventures.com

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