

## The Venus Approach to Real-Estate Investing

America's Most Successful Real-Estate Investor Women reveal it all:  
Trade Secrets, Stiletto Methods and Motherly Love

There are many reasons why many more women should consider real-estate investing. One of the most pressing issues is the fact that the average American's outlook for one's later years in life is rather bleak; especially women don't seem to have enough saved to get older without having to worry. That's where real estate investing comes in: Just owning one or two little rental houses can already make a BIG difference. Unfortunately many women, though interested, are afraid to explore this path. Upon further research, woman real-estate investors and Atlanta based co-authors S.A. Philipp and Barbara Heil-Sonneck discovered that in addition to this unfortunate hesitation, the few women who do invest in this field do business rather differently. Women real-estate investors generally employ a less aggressive, more nurturing style to negotiate and execute their deals compared to their male counterparts - all with equal success.

Curious to find out more about how exactly successful women investors do business, the authors invited some of America's most well known and highly successful women real-estate investors to share their stories. Specifically they strived to find out how these women got into the business, hear about their ups and downs and shed light on how they carved a niche for themselves as investors and later as nationally acclaimed teachers in this field. The authors then took their stories, analyzed them and filtered the results of this closer examination into several pointed chapters of their new book "The Venus Approach to Real-Estate Investing." Reading through it, one must compliment them on succeeding their ultimate goal, which was to provide interested women a significant motivational boost and all the helpful information they will need to take the first step into owning investment property.

As a result the book offers valuable insight into issues like:

- What Drives the Successful Female Real-Estate Investor?
- Where Low Testosterone Equals a Vastly Different Investment Approach.
- Why Some Have to get Fired to Become a Wealthy Real-Estate Investor.
- Systems – What Women do Best.
- Real-Estate Investing – A Woman's Key to Personal Independence and Financial Freedom.
- Do You Have What it Takes to Be a Successful Real-Estate Investor?
- Tap into the Special Female Touch to Conquer Even a Down Market.

And as a bonus:

- How to Benefit from The Million-Dollar "Not-To-Do" List.

Obviously "The Venus Approach to Real-Estate Investing" is not your regular nonfiction business book. It's about business all right, but in a very female way. It all starts out with a never before available once-in-a-lifetime collective insider look into the fascinating world of America's most successful real-estate investor ladies. Real-estate investing enabled these women to find fame, fortune and even occasional romance. The heart and soul of this book revolves around the truly inspirational life stories of America's most successful women real-estate investors: **Donna Bauer, Kathy Kennebrook, Liah Kraft-Kristaine J.D., Joanne Musa, Wendy Patton, Sharon Restrepo, Dwan Bent-Twyford, Lauri Waddell and Mary Wozny**. They share their knowledge with others who also would like to get into this field. All of them are well known and respected in the industry. They are

published authors, sought-after speakers and highly compensated business coaches. One has presented her expertise on Oprah Winfrey's television show, while others collaborated on smashingly successful motivational and educational projects with industry greats such as Donald Trump, Robert Kiyosaki, Suze Orman, and Anthony Robbins. By bringing all these women real-estate investor experts together and making it possible for others to gain insight into their personalities and their expert systems in a highly concentrated manner, the authors make it easy to identify the particular expert(s) one can relate to the most. In order to make things simple the authors provide links to their contributors' web sites, while also recommending some other steps each investor should take before jumping into this business, careful self-evaluation being one of them ("Do you have what it takes ...?").

While putting together an inspiring, entertaining and educational book for all aspiring women real-estate investors, it was also important for S.A. Philipp and Barbara Heil-Sonneck to write it in such a manner that male investors would equally benefit from it: "The focus of this book is on women real-estate investors, however, smart men will equally benefit from it. Namely by receiving an inside look into what makes their female competition tick; an insight that we believe might trigger many of them to add a women investor expert to their team." In specific "The Venus Approach to Real-Estate Investing" offers an in-depth examination into the gender-specific ways women investors use their inherent skills to identify business opportunities, interact with their counterparts, negotiate profitable deals, set up systems to streamline their course of action, all the while they satisfy their natural desire to nurture their environment and fulfill their need for personal harmony and happiness. To maintain good karma seems to play a huge role for women real-estate investors.

About the authors:

After almost two decades in international marketing and journalism **S.A. Philipp** changed her focus to developing a passive-income real-estate investing business. She's worked it from the ground up, getting her hands dirty doing her own rehab work, all the way to the truly passive investment as in warehouse conversion and mixed-use development with trusted partners.

**Barbara Heil-Sonneck's** expertise in international operations, sales and marketing management spanned over 25 years when she started real-estate investment as her second career. Currently her focus is on managing her real-estate investments, while coaching other women in the real-estate investment profession and fulfilling her passion for interior design.

"The Venus Approach to Real-Estate Investing" by S.A. Philipp and Barbara Heil-Sonneck is available as an ebook (\$17.95) and as a paperback (\$19.95). More detailed information on The Venus Approach, can be found at [www.VenusApproach.com](http://www.VenusApproach.com). Ten percent of the net proceeds generated by the book sales are donated to The Fuller Center for Housing [www.FullerCenter.org](http://www.FullerCenter.org).

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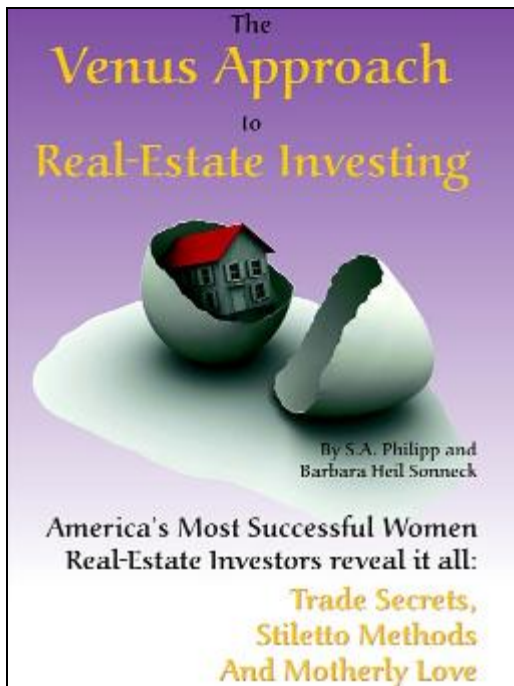
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