

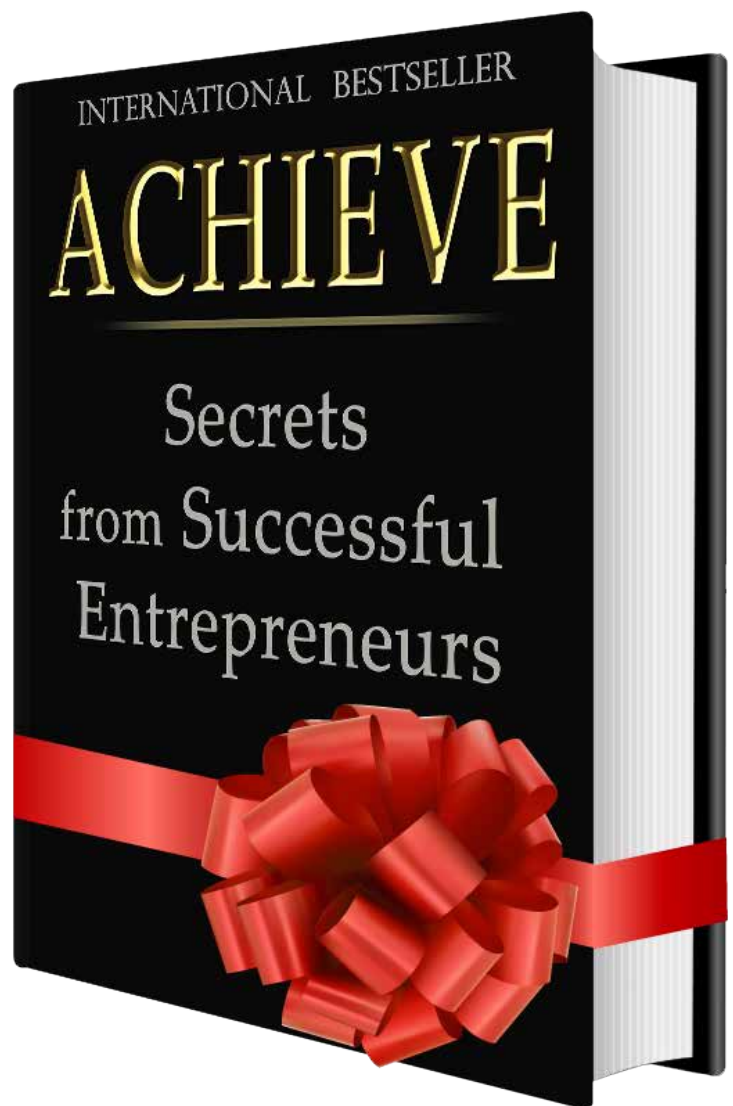
POLICE FOUNDATIONS

Former police officer Sunil Tulsiani teams up with highly successful professionals, including Robert G. Allen, for an instructive book aimed at helping readers become successful real estate investors

We all know the roads to success can be as different as the people traveling along them. One thing those roads do have in common is they all lead to the professional wisdom and industry enlightenment that fledgling real estate investors or anyone seeking success

In his latest book, *Achieve: Secrets of Successful Entrepreneurs*, Sunil Tulsiani (aka The Wealthy Cop) and fellow industry leaders outline a blueprint to unlocking those secrets. In an effort to inspire and motivate, the expert group shares hard-fought lessons from the frontlines of real estate investing and in other areas.

CREW asked 11 of these experts two key questions that summarize their ideas on building wealth and maximizing success both in and outside of real estate.





SUNIL TULSIANI
bestselling author and the founder of
Private Investment Club, the largest elite
real estate club in Canada

What is your secret to success?

The secret to my success is providing massive result-based service to my members by finding private money, JV partners, positive cash-flowing properties and no-money-down opportunities. It's not about how can I make money, but how I can provide service that is at least worth twice as much as I'm getting paid.

What is one mistake you've made or lesson you've learned?

Thinking that I need to avoid mistakes, worrying about errors, trying to learn everything before taking action. But the secret to success is actually making mistakes, as they're extremely essential to successes. So don't avoid mistakes; they are the best learning opportunities, the best universities in the world. Mistakes are the gateway to massive success – like a young child who must fall many times before learning to walk.

ROBERT G. ALLEN
author of New York Times bestsellers
Creating Wealth, Nothing Down, Multiple
Streams of Income and One Minute Millionaire

What is your secret to success?

I follow my intuition, which leads me to amazing places – this, mixed with dashes of luck and eternal blessings. I pinch myself with gratitude.

What is one mistake you've made or lesson you've learned?

That's a hard question because the lessons I've learned from my 'failures' have been so valuable that I couldn't have succeeded without them. So I guess part of my 'success' has been to experience so much failure and to learn from it.



SHAHZAD AHMED
author, success coach, speaker

What is your secret to success?

'Self-confidence' is the word I live by every day. I strongly believe in myself and have shut down all external forces that try to control me. You may experience disappointment and failures in life, but having confidence in yourself will allow you to overcome fear. People who let someone else decide their fate will never be successful in life.

What is one mistake you've made or lesson you've learned?

I lost more than \$57,000 in a pizza business due to my bad decision. You can blame others or take the responsibility. Admit the mistake and learn from it.



SADHANA SABHARWAL
author, coach and public speaker

What is your secret to success?

Passion. Passion for real estate is what led me to buy 18 properties with no money down as a single mom in a very short time – all while working full-time. I did this by taking continuous action toward my goal, which was to put my kids through university without a student loan. Make sure your why is so strong that any action you take will lead to your goal.

What is one mistake you've made or lesson you've learned?

Do not bite off more than you can chew. I had four projects going at the same time, and I was unable to give my focused attention to all of them. Hence, it took more than five years to complete a project. Go at your own speed. Run your own race.



BOGDAN MARZEWSKI
author, speaker, real estate investor

What is your secret to success?

My secret to success is the ability to see an opportunity and take immediate action. When I have attended investor sessions to invest in properties, I have decided within 60 seconds to get two properties below market value. My secret to success is to align myself with successful people and learn how to invest time and money in things I have control of.

What is one mistake you've made or lesson you've learned?

I do not rationalize mistakes or blame the circumstances. I take full responsibility for my mistakes and look for a lesson from them. Mistakes are a necessary ingredient of success.



PETER MAZZUCHIN
author, real estate investor and broker

What is your secret to success?

I've learned that being a contrarian is key, then patiently applying the 'Rule of 72' along with the 'Magic of Compounding,' which targets minimum qualifying real estate investments with 10% plus ROIs to ensure becoming a multimillionaire is inevitable.

What is one mistake you've made or lesson you've learned?

The biggest mistake I've made is ignoring fundamentals/due diligence. I let distracting derivatives such as mutual funds, stocks and IPOs take advantage of my natural impatience, causing me to lose more than \$85,000 in one speculative gamble. Though I lost the money, I gained valuable wisdom, which I leverage to help others.



LYNN SIGNORETTI
author, holistic healer

What is your secret to success?

The mindset is very powerful in developing personal or business mastery. The most important part is to work on your mindset. This can be achieved by saying positive affirmations, meditating, visualizing and working with a life coach every day.

What is one mistake you've made or lesson you've learned?

Don't let fears impede your path to success. How you respond to your fears determines your success. Trust in yourself, your intuition and pay attention to how you feel. Then, simply break through those fears and take action by doing the very same thing that scares you the most.



LARRY COOPER
financial executive, author, investor

What is your secret to success?

I am confident and believe in myself (if you don't believe in yourself, who will?), but maintain a modest demeanour. Accordingly, I seek out the experts, ask a lot of questions, am totally open to accept feedback for self-improvement, and I am always curious about finding the best solution to any issue.

What is one mistake you've made or lesson you've learned?

Being too loyal to people or organizations that don't reciprocate that loyalty. Unfortunately, the concept of loyalty has become passé, but do continue to hold in high esteem those people who earn your trust.



ALEX FRACASSI
professional investor

What is your secret to success?

The secret to my success is that I invest in myself and use leverage to grow massively. What I'm talking about is leveraging other people's time, money, knowledge, connections and experience. So find mentors who have what you want and follow them.

What is one mistake you've made or lesson you've learned?

The biggest lesson that I've learned is to not let fear get in your way. Fear can paralyze you from moving forward when you see an opportunity. So, instead of being afraid, turn fear into excitement. Embrace fear and then conquer fear.



SANGITA TULSIANI
author, real estate investor
and income tax expert

What is your secret to success?

I focus on providing the best headache-free services so that my clients legally pay the least amount of income taxes.

What is one mistake you've made or lesson you've learned?

Not to get involved in tax-evasion strategies, tax shelters where you invest \$1,000 and get \$5,000 back from the Canada Revenue Agency, etc.



ANNA MACCANI
real estate mentor, author
and coach

What is your secret to success?

My drive and focus. It's the hunger to continuously do better, achieve my goals and learn more. I surround myself with like-minded people and powerful mentors who are more successful than I am. Focus on creating a win-win for everyone around you.

What is one mistake you've made or lesson you've learned?

Start creating and generating passive income right away. Do not get comfortable in your jobs. Become truly self-sufficient financially, independent of any economy, profession or employer. Create your own economy, possibilities and multiple streams of passive income. Use that freedom and the journey to make a difference in the lives of others. ■