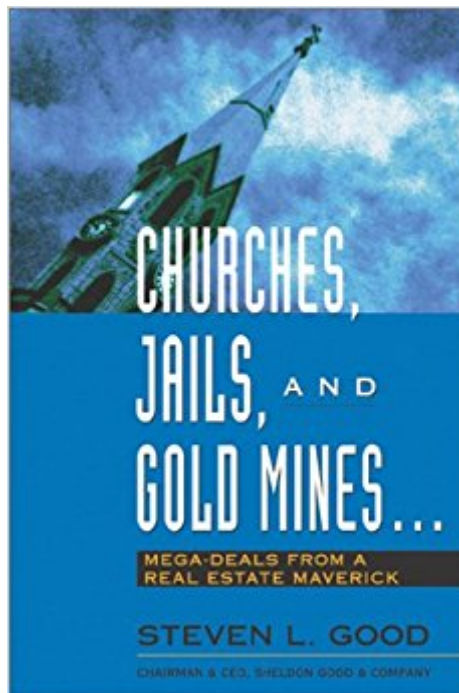




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Churches, Jails, And Gold Mines: Mega-Deals From A Real Estate Maverick



Synopsis

Sheldon Good and Company is to the real estate business as Sotheby's and Christie's are to the fine art and collectibles businesses. Since 1965, Sheldon Good has sold over 40,000 properties from coast to coast and throughout Canada and the Caribbean. "Today, we handle every kind of real estate that can be auctioned," says Steven Good, CEO and chairman. The company manages over 70 different classes of real estate, including marinas, exotic game farms, freezer cooler buildings, fishing lodges, bowling alleys, libraries, ranches, private islands, ski resorts, mountains, apartment buildings, police stations, churches, airports, nightclubs, and office buildings. How exactly does one go about selling such properties? Widely interviewed as an established authority in the field of high-level real estate auctions, Steven Good captures the rarefied atmosphere of these deals with the wit and wisdom of a true real estate maverick. With contributions from other industry leaders and key players involved in each deal, readers will glean the complete, behind-the-scenes story for the first time. Chapter highlights and contributors include: • Glamorous life included: art deco hotels, South Beach, Miami; Alan Kravets, president, Sheldon Good and Company. • Own a gold mine: mining rights in Montana; Robert Hatcher, Hatcher and Associates and Alan Joscelyn, attorney, Gough, Shanahan, Johnson & Waterman. • The man behind the curtain

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Customer Reviews

"(Real estate auctions) are smart business...Now in Good's new book, the author shows how it's done..." -- New England Real Estate Journal, October 17-23"...an inside view of deal-making...(Good) is a premier problem-solver in real estate..." -- Chicago Sun-Times, August 20,

2003"...his forthcoming book offers readers a behind-the-scenes look at how to use auctions...an entertaining narrative" -- Inman News, August 15, 2003"...relevant for any business person... well-written, easy-to-read...compelling... a great read." -- The Business Ledger, Nick Dargisic"Excellent...his experiences are interesting and instructive...more fun to read than most real estate books." -- Real Estate Investor's Monthly, December 2003"Good explains it all in his new book...fortunately for readers, Good has plenty of stories." -- Metro Chicago Real Estate Magazine, December 2003"Good's deal-making and step-by-step guide shows how deals are strategically made. Use it to rethink your own planning strategies..." -- Food Industry News, March 2004, Review by Mark Braun"intriguing story...an up-close tour behind the scenes into the world of high-stakes, exclusive real estate transactions..." -- The Mann Report, October 2003"… packed with information, [this book] is an enjoyable read because of the interesting stories and informal, witty writing tone." -- Auction World, May 15, 2004Good is happy to be leading a parade....Good has written a best-selling book...dealing with the auction business.... -- GlobeSt.com, April 26, 2004

Attorney Steven L. Good, CEO and chairman of Sheldon Good & Company, has been involved in the sale of more than \$4 billion of real estate. Good is the driving force behind the expansion of the company, which has been ranked as the largest firm in the United States exclusively conducting real estate auctions. He is the 121st president of the Chicago Association of Realtors® , one of the largest chapters with 10,000 members. As an established authority in his field, Good is regularly quoted in Forbes, Fortune, the Wall Street Journal, the New York Times, the Chicago Tribune, USA Today, and Newsweek.

Well written - if you like to just hear someone Boast about his companies successes. It rambles on and on - Without Any useful information. I bought this by its title - thinking I was going to read about really creative real estate deals. - Instead - just someone going on and on about their real estate wheeling and dealing. Nothing Useful.I've read many real estate books - and notice many authors set out for a happy life - wanting to add money to their joys - and end up Addicted to being a big shot and the insatiable never ending cycle of wanting More.I got the impression that Steven Good - did not know how to have fun, relax and connect with people - on any other level than business. I do Not know him - and seem to confirm what the other reviewer said - that in 2009 Steven took his own life. How sad.I hope he's at peace. - I just Can't recommend this book. Great title - Useless babble. R.I.P. Steven Good.

This is not a book. This is a PR pamphlet that costs \$20.00!!! The author made a lot of money. Great. But do you really want to spend \$20.00 to hear him tell you over and over again:He is brilliant. he is clever.He never tells you his methods or his insights other than how wonderful he is. The book is simplistic drivel that is not even worthy of a 2 inch mention in a free newspaper. Badly written, u8ninteresting and incredibly uninformative. I can only imagine the size of the mirrors in his office!!!!DO NOT BUY THIS BOOK IF YOU WANT TO LEARN ANYTHING ABOUT REAL ESTATE.BUY DONALD TRUMPS STUFF.BUYER BEWARE!!!!!!!!!!!!!!

I saw a presentation by Steven Good and his colleagues a couple of years ago. He is very impressive. A smooth, smart, articulate, straight-shooting, and good-humored professional. I have also spoken to parties that have used his services and were much impressed.His book captures the high points of who he is and what he does. It is not (thankfully) another bogus treatise on how to get rich in real estate. Mr. Good is the CEO of the premier real estate auction company in the U.S. The company has extensive experience in analyzing unique properties, finding/making the market for those properties, and selling via various auction formats. The book does not provide a lot of detail about the firm's analytical and auction procedures. Most readers, however, probably wouldn't have the patience or expertise to absorb such detail. Therefore, Mr. Good illustrates his general approach by describing a sample of unique properties sold by Sheldon Good and Company. He focuses a lot on the particular human relationships, characteristics, and concerns related to these deals.Mr. Good writes about his clients and other people with both compassion and good humor. Clearly, he appreciates the wide variety of individuals with whom he works. It is refreshing to identify a person in financial services these days who might authentically put her/himself in the clients' shoes.It's about time that Mr. Good writes another book about more recent properties, deals, and personalities. Until he does, check out his first. Readable and entertaining--with some good lessons on success through creativity and being Good.

As represented from cover to cover in "Churches, Jails & Gold Mines" high profile national real estate auction companies do not get any better than Sheldon Good & Company. Being a real estate broker/investor with over 35 years experience & \$750 million in sales I have had the opportunity to purchase investment property at auction & attended real estates sales by many other auction companies. The bottom line is that what Sheldon Good & Company says & advertises is what they deliver with no play on words such as "absolute, reserve, etc". Also as depicted in this book Sheldon Good & Company truly cares about their clients & their integrity regarding same pays off in repeat

business from some of the major names in real estate worldwide. While it's hard to put the formula for successful real estate auctions into words with real time names & examples Steve Good has in fact done just that. Great book! Looking forward to a sequel.

I knew Steve Good prior to reading his book, but only on a very small level. Ever since the first day that we met each other, something from that first impression has stayed with me to this very day. I had a chance to read his book, "Churches, Jails, and Gold Mines: Mega-Deals from a Real Estate Maverick," and I was fascinated by the way that Steve Good and his team at Sheldon Good and Co. are able to auction off real-estate so quickly and efficiently. The strategic planning that goes into each auction through Sheldon Good is absolutely phenomenal, and I was very impressed with how they set things up from start to finish. The thing about Steve Good and the team that surrounds him, is that they always seem to be on top of their game. Ever since that first day, Steve has always been very warm and friendly, and ever-willing to give advice when needed. If you haven't had a chance to explore Sheldon Good and Co., or you haven't read Steve's book just yet, I highly recommend that you do. You, like myself, may not even know that these types of auctions ever existed, and may have a situation one day where you need immediate help from a real estate standpoint. Thank you Sheldon Good and Company for all that you are doing out in the marketplace. Can't wait until the next book comes out! Yours, Michael Black Bank of America

awesome and very well. It was a gift, they liked it a lot, works great. very fast, receive it next day, my parents need it, as the price.

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