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FOR FURTHER INFORMATION CONTACT:

Kendall E. Matthews 480.444.2543 ext. 1

## **REAL ESTATE AGENT WARNS PUBLIC ABOUT NEW DONALD TRUMP SEMINAR**

In a quest to help those million plus applicants who were turned down for a spot on "The Apprentice", Donald Trump, billionaire real estate developer has hit the late-night airwaves with get-rich real estate infomercials, but unlike the rest of the industry he is not selling books or tapes.

Kendall E. Matthews, respected Certified Realty & Mortgage Consultant with Keller Williams Realty Professional Partners, is a leading authority on financing and finding income properties in Phoenix.

"I warn you if you go to a Trump Workshop," says Matthews. "It's no get-rich-quick program. You have to bring your thinking cap and a calculator, because of around 60% of the people I polled after the event, still stated the real estate and business information was over their heads."

During the 17-hour event, recently held at the Four Seasons Resort in Scottsdale, the workshop presenter showed what made their real estate seminar different, by pulling out the Forbes 2006 Richest People In The World List, "Model the behavior of those who are verifiably producing the results you want to achieve, and understand that you can never get rich at a seminar; but you have a shot of becoming wealthy from what you do when you leave."

Here are Kendall Matthews' four key ways businesses and real estate investors can get ahead in any market:

1. If the government classified you as a minority, even if you're employed, you **MUST** establish your own business, because "Uncle Sam" really wants to help you succeed and has set aside money for you.
2. Have two options for everything...yet **make sure they're both in your favor.**
3. No matter what, don't completely trust your gut, do the math to find out if the opportunity can become a deal.
4. Became a master negotiator by working for mutual benefit, but sticking to your criteria.

According to the National Association of Realtors, this spring compared to April-June of 2005 residential real estate sales in Arizona was down by 26.9%. "That shows that the speculators have left." Says Matthews. "Now is the time for the true long-term investors to really get ahead, because where others see doom and gloom they see opportunity."

Kendall Matthews' website, [www.KendallMatthews.com](http://www.KendallMatthews.com), has helped many avoid the mistakes that may be killing their chances for a great financial future. He is very cerebral and intense real estate and finance consultant who teaches clients how to rapidly build wealth through investment real estate and insurance. To interview him, call 480.444.2543 ext. 1.

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