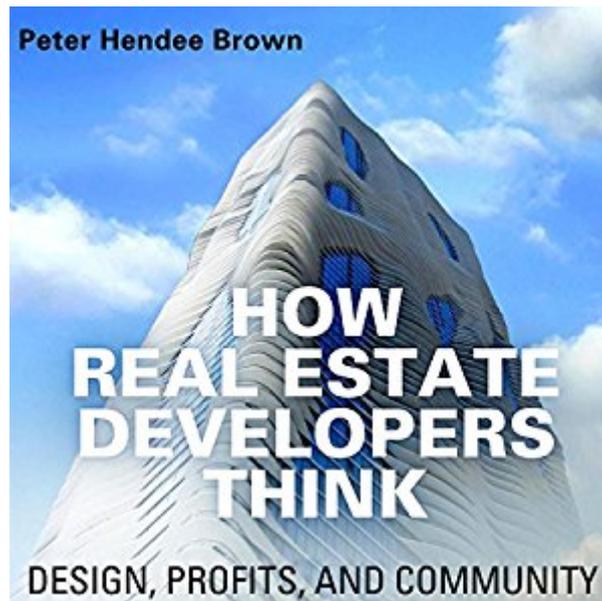


The book was found

# How Real Estate Developers Think: Design, Profits, And Community: The City In The Twenty-First Century



## Synopsis

Cities are always changing: streets, infrastructure, public spaces, and buildings are constantly being built, improved, demolished, and replaced. But even when a new project is designed to improve a community, neighborhood residents often find themselves at odds with the real estate developer who proposes it. Savvy developers are willing to work with residents to allay their concerns and gain public support, but at the same time, a real estate development is a business venture financed by private investors who take significant risks. Peter Hendee Brown explains the interests, motives, and actions of real estate developers, using case studies to show how the basic principles of development remain the same everywhere, even as practices vary based on climate, local culture, and geography. *How Real Estate Developers Think* considers developers from three different perspectives. Brown profiles the careers of individual developers to illustrate the character of the entrepreneur; considers the roles played by innovation, design, marketing, and sales in the production of real estate; and examines the risks and rewards that motivate developers as people. Ultimately, *How Real Estate Developers Think* portrays developers as creative visionaries who are able to imagine future possibilities for our cities and communities and shows that understanding them will lead to better outcomes for neighbors, communities, and cities. This book is published by University of Pennsylvania Press.

## Book Information

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## Customer Reviews

*How Real Estate Developers Think* (By Peter Hendee Brown) was a clear and very informative view

into the complex world of real estate development. Breaking down how real estate development projects are accomplished, let alone how individuals think within the field of real estate is not an easy task, however Peter does an excellent job with both. I found the accounts from individual developers very informative as well as genuine. The blending together of the requirements for real estate developers to be able to actually transform properties (i.e. the legal, municipal requirements, the process needed to be adhered to), as well as the need for real estate developers to be intuitive and also creative when facing expected and unexpected hurdles were conveyed by Peter in a clear and excellent manner, and also with a nice level of depth and detail. How Real Estate Developers Think includes examples of real estate development in multiple cities (Chicago, Portland, Miami), and it provides details into real estate projects both from the 1980's as well as recently, which from my perspective helps show what has changed over the years, as well as what remains important today. This perspective also helps demonstrate that the good real estate developers are not solely focused on profits, but are prioritizing quality projects that transform both place and person and are relevant long after their development has been built. Finally, Peter's book excels at explaining and personifying what the process is for successful real estate development, what a "good, high quality real estate developer" must excel at to be able to successfully create a project, and also what the public and private process it, as well as how challenging and sometimes non-analytical that process can be.

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