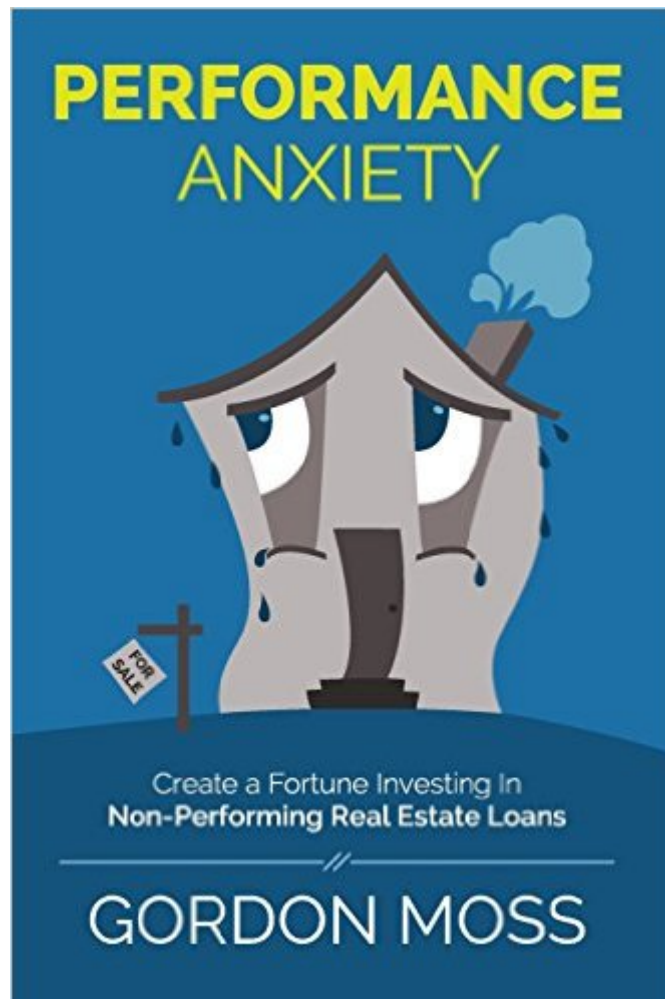


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# Performance Anxiety: Creating A Fortune Investing In Non-Performing Real Estate Loans



## Synopsis

Performance Anxiety is a story for those who believe that adversity creates opportunity and that small fortunes can still be made by those who can think "out of the box" and are willing to do what it takes to persevere and turn creative ideas and concepts into a successful new reality. Rarely in my experience has the small independent investor had the chance to compete with the big guys - and with relatively small amounts of capital and risk - and beat them at their own game. Let this small book - a high level story of my own successful journey - introduce you to a concept and strategy that most of the most sophisticated financiers in the world do not understand. This book is for every small investor in the world who never conceived they had a chance to compete and win against the established financial industry. It is for those with only a relatively small amount of seed capital who have always dreamed of financial independence - but could never find a legitimate strategy to achieve that goal in a short amount of time.

## Book Information

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## Customer Reviews

Gordon's book and teachings have dramatically changed my life and inspired me to change my career to the field of nonperforming second mortgages. This book is a great introduction to how an average small-time investor can reap many of the benefits of real estate investing while mitigating the risks of tenants, toilets, and termites that are the plague of most rental property owners. You make your money when you buy and the steep discounts in this field give investors the room to negotiate win-win solutions for themselves and their borrowers. Banks take the all or nothing approach to their defaulted debt and refuse to apply logic or compassion to how they deal with borrowers, ultimately creating losses for those borrowers and themselves. This book is just an

introduction to the field, but it's enough to show why nonperforming second loans are one of the greatest investing opportunities ever.

Generally a quick read but with very little substance. There is an enormous amount of repetition. The book is focused on junior note investing. It goes into no details about the actual acquisition logistics, but rather focuses on "making a deal" with the borrower... Theoretically after a note acquisition. The book may be beneficial to a complete newbie, but if you have any real estate background, this book may not be very helpful.

Gordon's book *Performance Anxiety* is good for getting the VERY basics down of note buying and junior liens in particular. So if you knew nothing about the note business this book is very good to explain things. Since I am very familiar with buying notes and have purchased 1st position non-performing notes this book did not introduce anything new to me. I have wanted to get into 2nds for a while but I was expecting DETAILS on how to analyze a junior lien depending on what strategy I may be interested in. For example, if the property has equity and the 1st position is performing, then explain in detail how to conduct due diligence on the second. like how to pull credit reports what items may be of interest as to the type of 2nd, etc. Gordon alluded to these but did not get into a step by step process of how it was done. So if you are interested in understanding the basics. Buy the book. If you want an instruction guide on the system, then do not buy it.

The majority of the content in this book can be easily found by doing a few Google searches on Note investing. Don't waste your money as the real point of the book is to get you to go to the guys website. If you know nothing about Note Investing then this can be good intro book which will give you a cursory understanding of investing in Notes. It's not a deep dive into Note Investing.

The majority of real estate investors have only a limited understanding of the many equity and income stream plays that are available. In this book, the author lays out the opportunity in non-performing real estate secured notes as a seasoned real estate investor. This is a "back-door" real estate investment strategy known to very few. Gordon Moss obviously has first hand practical knowledge over this subject and explains the nuances very well. It is written in a manner that is easy to read and understand. I would highly recommend this book to all real estate investors.

I was able to finish the book in about 24 hours and it's the first I have actually completed in a long

time. Gordon Moss lays out detailed instructions and reasons for these techniques clearly! So grateful he put this niche and information out to be learned.

Highly recommended! This is an outstanding book in a niche but highly profitable area. This book does a very good job of helping one get up to speed quickly. I found this book to be a great overview of the non-performing junior lien business (with more detailed explanations where required) with a great number of insights from an expert in the field. In particular, Mr. Moss focuses a large portion of the book on the "wake up" and "work out" process with the borrower because that is the most critical portion of the business. It is also the portion most unique to the junior lien business. As he explains, this is a high touch business meaning that it's a business built on developing relationships with note sellers and the non-performing borrower. What I found particularly insightful and extremely important is the paradigm shift required in this business because it is very different from the original 2nd note lender, the borrower and the first lien holder's perspective. As you read through this book, Mr. Moss reiterates that the proper perspective and attitude are everything. The book is written in a conversational style and easy to read with simple explanations. I read it on a 3 hour plane ride. In summary, if you're looking to get into the non-performing notes business, especially junior liens, then this definitely is the first book I would pick up.

This book was very informative about how to purchase notes and junior liens. The Author assumed that a person starting in this business did not want to accumulate Real Estate and wanted to just service the notes when they got performing again. Since my plan is to purchase notes in my hometown of 5 Million people there is a good chance that the transaction will go 3 ways. 1. I will foreclose on them. 2. They will sell me the house as long as I make there financial nightmare go away. 3. They will make monthly payments and I will re-sell the note as a performing note at a much higher rate down the line. Before buying non-performing notes and Junior liens it is highly recommended that you have a Real Estate Attorney to generate the paperwork you will need and to help you along the way. You will need an Attorney that is familiar with the type of transactions you are doing. I would recommend getting a referral from a Real Estate investment club. This book is a must read if you want to get into Note Buying and Junior liens!

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