

THE INDUSTRIALFLIPPER | @IndustrialFlipper

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No degree. No formal training. No mentor program. Just deals.

"I HAVE NO BUSINESS *TEACHING* YOU THIS"

The story of a kid with no degree, no training,
and no business doing any of this —
who built a \$10M+ commercial real estate portfolio anyway.

THE INDUSTRIALFLIPPER

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BEFORE YOU READ ANYTHING ELSE

Let me answer the obvious question.

If you have landed on my ebooks, my social media, or this page — you might be asking yourself a reasonable question. Who is this guy and why should I take real estate advice from him?

Fair question. Here is the honest answer.

I have no college degree. I have no formal real estate training. I never took a course, paid for a mentor program, or sat in a seminar where someone sold me a system for getting rich in real estate. I have no business teaching you any of this.

And yet here I am — holding a commercial real estate portfolio valued at roughly \$10 to \$14 million, with properties that cash flow, tenants I have carefully selected, and a track record built deal by deal over decades of doing the work myself.

This is the story of how that happened. Not because I had the right credentials. Not because someone handed me a blueprint. But because at 13 years old I saw an ad in the back of a magazine and thought: I can do that.

"No degree. No formal training. No mentor program. Just deals — and the stubbornness to figure things out when they did not go as planned." — The IndustrialFlipper

AGE 13

The Ad in the Back of the Magazine

Back in the 1970s, before the internet existed and before anyone had heard the word entrepreneur, there was a publication called the National Enquirer. It was a tabloid — the kind of thing you saw at the grocery store checkout. But tucked in the back pages, between the celebrity gossip and the bizarre stories, were small classified ads. And one of them stopped me cold.

SELL PRINTING. ALL BUSINESSES NEED IT. FREE TO START.

I was 13. I asked my mom if I could send away for the information. She said yes.

A few weeks later a catalog arrived. One inch thick. Full of business cards, receipt books, letterhead, sales books, and multi-page booklets — everything a small business might need to print. I picked up that catalog, walked into our small local downtown area, and went into every business I could find. I was 13 years old. I asked every owner if they needed any printing done. They all smiled at this kid standing in front of them with a giant catalog. Most of them said maybe — and asked if they could look at it. I told them I had to keep it but they could pick from it. I did that on and off for about a year. Something had already started. I had learned that you could walk into any business, ask a direct question, and sometimes the answer was yes. I was 13 and I already knew that.

"I picked up that catalog, walked into every business, and asked if they needed printing. I was 13. Most of them smiled. Some said yes. That was enough." — The IndustrialFlipper

AGE 16

The CB Radio Shop — and the Lesson I Was Not Looking For

At 16 I got a part-time job working for a guy who owned a Citizens Band radio store. For anyone born after 1985 — CB radios were two-way radios popular in the 1970s, used by truckers and regular people to talk to each other before cell phones existed. People brought them in to be repaired and my boss taught me how to fix them. I turned out to be good at it.

The shop was small. I worked in the back fixing radios while my boss handled the front. Several times a day a customer would come in, they would talk for a few minutes, and then my boss would say to me — answer the phone, I'll be back in 10 minutes — and they would both leave. This happened three to six times a day. I had no idea what was going on.

One day I was out front when a customer came in asking about a shed. In the 1970s backyard metal storage sheds were everywhere — a place for garden tools and a lawn mower. My boss sold them. But there was no shed in the store. Not even room for one. I found out he had a pile of shed parts in a big shed out back and was selling them for about 60% off what anyone else charged. I knew they were cheap — my dad had just bought one. After the customer left I asked my boss how he got the sheds so cheap. He told me about buying returned merchandise from JC Penney — a big department store chain. He knew the guy on the Penney's loading dock. People returned sheds when hardware was missing — a few screws, some nuts and bolts. My boss told the dock guy: I'll take all your returned sheds. And he did. Then he sorted through them, took parts from the worst ones to complete the better ones. He was paying pennies on the dollar. I wanted in on this. I could not do sheds — that was his. But I could buy any other catalog returns they had, as long as I took at least 10 pallets or a full 24-foot truckload. I had enough money to rent the truck. I had a friend who was 21 and could drive it. And I found a local auction house that did household goods auctions on Friday and Saturday nights. I made a deal with the owner — he would give me storage and auction my merchandise. He gave me one weekend to prove the stuff would sell or I was out. I agreed. Then I did the one thing I have almost never done — I asked my parents for a loan. They understood what I was doing. They gave me the money with one condition: I had to pay them back whether it worked or not. My first truckload cost \$1,470 all in including the truck. I had picked up \$21,500 worth of retail returned merchandise. The first auction night did more money than the auction house owner had ever seen in a single night. I had storage and a new business. I paid my parents back. Then I kept going.

"\$1,470 in. \$21,500 in merchandise. First auction night — more than the owner had ever done in one night. I paid my parents back. Then I kept going." — The IndustrialFlipper

EARLY 20s

The Guy on the Street Corner — Watching and Learning

I ran the auction merchandise business for three or four years. Then more people started buying from JC Penney returns, prices went up, and the margins stopped making sense. I was always watching for the next thing.

One weekend I was driving through Indianapolis when I spotted a guy selling framed pictures from the parking lot of a gas station. Big ones — 16 by 20 inches, highly detailed, framed, no glass. A sign said three for twenty dollars. That was a genuinely good deal.

I stopped and looked. The big pictures I saw from the street were \$20 each. But the sign said three for \$20 on the smaller ones — which were in boxes by his truck. It was not a scam. It was a smart way to get people to stop and come look at everything. I talked to him briefly then left without buying anything. Then I drove across the street and watched him from a distance for two hours — from 3:30 to 5:30 on a Friday afternoon. Sale after sale after sale. I was genuinely surprised at how many people stopped at a gas station parking lot on a Friday evening to buy framed pictures. I went back. Told him I was from Illinois and showed him my license to prove I was not competition in his market. We made a deal — he told me where to buy, how to set up, and the sales pitch. It was simple. The pictures sold themselves. What I remember most is not the business. It is the two hours I spent across the street watching before I ever went back to talk. I wanted to understand what was actually happening before I committed to anything. That habit has never left me.

"I went across the street and watched for two hours before I went back to talk. I wanted to understand what was actually happening. That habit has never left me." — The IndustrialFlipper

AGE 21

The House My Parents Left Behind — My First Real Estate Deal

In 1980, when I was 21 my parents made a decision that changed my path without either of us planning it that way.

My dad lost his job. My mom was not working. They decided to sell some land they owned, buy a vehicle, and travel. My dad picked up the framed picture business I had been doing — I would ship him stock to whatever town they were staying in for the week, and he would set up and sell.

That left their house. And their house became mine to deal with.

My parents were 1,800 miles away. The understanding was that I would fix up the house — take care of the things my dad had always put off — get it ready to sell, and receive a portion of the sale in return for the work. I had their approval on every decision but I was the one on the ground doing it. I hired friends to help. Worked on it steadily. Got it ready. Then it did not sell. I was young and I had assumed it would. I had already moved into an apartment. So I started asking around: does anyone need to rent a house? A friend had an aunt who had just moved to town. She and her husband were building a house and needed somewhere to live for about six months while it was finished. I said yes — with one condition. She had to agree to allow realtor showings because the house was still for sale. Four months later the house sold. We arranged an extended closing so the current renters could move out on their timeline and the buyers could move in. Everything worked out cleanly. That was my first real estate deal. I did not plan it. I did not study for it. A situation landed on my shoulders and I figured it out.

"I did not plan my first real estate deal. A situation landed on my shoulders and I figured it out. That has been the pattern my whole life." — The IndustrialFlipper

TODAY

What the Portfolio Looks Like Now

Decades later — after deals done and deals passed on, after mistakes owned and lessons learned the hard way, after sprinkler systems that needed full replacement and boilers that failed inspection in November in Wisconsin — here is where things stand today.

What follows is my CURRENT portfolio — the properties I am actively holding right now. It does not reflect the full picture of what has been built over the years. Past deals — properties bought, improved, and sold — have generated returns that have compounded into a net worth significantly beyond what you see here. Some assets are also held in structures designed to pass to my wife and kids through a stepped-up basis — meaning they inherit at current market value with no capital gains on decades of appreciation. Those are not counted in the figures below because they are not mine to count — they are theirs. This is simply what I am holding right now.

2 Homes	Held in our family trust	Part of the long-term wealth plan — one may be sold to buy a lake property if the right one comes along. Nothing is locked in. Every asset is a moving part.
1 Industrial Warehouse	Held in an LLC	Bought at such a strong price that the plan is a 3-year lease followed by a sale — and the projected return on the original down payment is too good to pass up.
1 Strip Mall	Held in a separate LLC — 10 tenants	Performs exceptionally well. May be held as a long-term cash flow asset and passed to our kids through a stepped-up basis — which means they inherit it at current market value with no capital gains on decades of appreciation. That is generational wealth done right.

ESTIMATED TOTAL PORTFOLIO VALUE

\$10,000,000 — \$14,000,000

Built without a degree, without formal training, and without anyone handing me a blueprint.

THE POINT

Why I Wrote These Ebooks — and Why You Should Read Them

I did not write these ebooks because I have a degree in real estate or a certification that says I am qualified to teach. I wrote them because nobody taught me any of this — and because the things I learned through decades of doing the work are genuinely useful to anyone who wants to do what I did.

Everything in The IndustrialFlipper ebook library comes from real deals. Real numbers. Real mistakes I made and owned. Real stories about properties I bought, tenants I managed, contractors I paid in four days and contractors I paid in thirty and never called again.

There is no theory in these books. There are no borrowed concepts from other people's courses or research papers. Every word is something I learned by doing it — often in Wisconsin, sometimes on a boom lift, occasionally in November.

What these ebooks are NOT:

- They are not a get-rich-quick system — real estate takes time, patience, and the willingness to do the work
- They are not theory from someone who studied the market — they are experience from someone who has been in it for decades
- They are not a promise that you will get the same results — every market, every deal, and every investor is different

What these ebooks ARE:

- The honest, practical, experience-based knowledge of someone who built a \$10M+ commercial portfolio without a degree or a blueprint
- Real stories — including the ones where things went wrong — because those are the ones you actually learn from
- A framework you can apply to your own market, your own deals, and your own situation — not a one-size-fits-all system
- Affordable — because knowledge that costs \$500 to access does not help the person who is just getting started

"I have no business teaching you this. But I am going to anyway — because nobody taught me either, and I figured it out. So can you." — The IndustrialFlipper

THE LIBRARY

What Is Available at the Link in Bio

The IndustrialFlipper ebook library covers the complete commercial real estate system — from finding deals to closing them, renovating them, financing them, and ultimately deciding when to sell. Every book is built from real experience. Every story is true.

Series 1	The Deal Finding Series	How to find commercial deals before anyone else — market reads, stale listings, cold calling, brokers, and off-market deals.
Series 2	Negotiation & Acquisition	Making offers, negotiating, due diligence, financing, and closing without surprises.
Series 3	Renovation & Value-Add	Identifying value-add opportunities, budgeting renovations, working with contractors, and managing projects from start to finish.
Series 4	Leasing & Tenants	How to find the right tenants, structure leases that protect you, handle problem tenants, and build a tenant base that keeps your property full and your cash flow consistent. — Releasing August 2026
Series 5	Exit & Profit	Knowing when to sell, how to maximize your exit price, 1031 exchanges, timing the market, and turning a single deal into the next one. — Releasing August 2026
Series 6	Money & Tax	How commercial real estate is taxed, depreciation, entity structures, working with your accountant, and keeping more of what you make. — Releasing August 2026
Series 7	Mindset & Business	How to think like an investor, build systems, make decisions under pressure, and run your real estate portfolio like the business it is. — Releasing August 2026

EACH BOOK	PER SERIES (5 BOOKS)	ALL 7 SERIES (35+ BOOKS)
\$5	\$17	\$49

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No degree required. Just the willingness to do the work.

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