

# INFORMATION SHEET



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## Real Property, Real Profit The REAL Way to Create a Monster Property Business

*Real Property, Real Profit* is a raw, honest, and inspiring look into building a property business. At its core, it's simple: raise money, buy deals, and transform your life. But behind that simplicity lies the grit, resilience, and emotional rollercoaster every investor faces.

This isn't just about strategies and stories. It's about tackling problems head-on, learning from tough lessons, and turning challenges into fuel for growth. Packed with real deals, hard-earned insights, and wins big and small, it speaks directly to those serious about creating lasting wealth through property.

With over 350 properties and more than £25 million in assets to date, this journey proves what's possible when action meets belief. It's also a story of deep gratitude: to the partners who shared the vision, the family who stood strong, and the experiences that shaped the journey. Whether you're starting out or scaling up, *Real Property, Real Profit* will remind you why you began and show you just how far you can go.

## Author Biography

Laurie Duncan began investing in buy-to-let property back in 2010, acquiring his first investment simply because it was across the road from where he bought his first home (it had been on the market a while, and he got a good deal on it, of course!). Since then he's been building his own portfolio, as well as that of REAL Property Scotland, and he has been helping others get involved in property right from the beginning.

Laurie has over twenty years' experience in international sales and business development, with a track record of building both top and bottom lines, to enable business expansion into new markets and product ranges. He is constantly seeking out new potential to push the company on to new areas and opportunities.

Laurie focuses on helping clients grow their portfolios with smart strategies and real support. His strength is spotting new opportunities and turning them into long-term wins for the people he works with.

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