



Sunil Kumar. (Supplied)

Top tips for success

Point Cook man Sunil Kumar has penned a book about his journey from being a new immigrant to starting a multi-million dollar real estate company.

Mr Kumar, who is founder and chief executive of Reliance Real Estate, has released *From the Ground Up: 7 Principles for Building a Business Fast*.

Apart from Mr Kumar's personal story, the book is also a practical guide for people who want to build a resilient business.

Mr Kumar said that all the money his book earns will go to the Reliance Foundation, which supports local not-for-profit causes such as Relay for Life, the Baden Powell College breakfast club, a leadership program in Warringa Park School and some selected charities.

Mr Kumar said he came to Australia from India in 2004, to complete his master's in

Professional Accounting. With English as a second language, he worked part-time as a door-to-door salesman to support himself.

He went on to begin Reliance Real Estate in 2011. Mr Kumar worked every day and set himself the target of making 100 calls to prospective clients daily and provide an exceptional service to his clients.

Reliance Real Estate now has about 145 staff members and 10 offices across the outer west.

Mr Kumar said he has always loved reading and wrote his first book, *Sold*, in 2015.

However, he said he "never thought, didn't even dream" of writing a book like *From the Ground Up*, which consists of about 70,000 words spread across 216 pages.

"One thing which I want to pass on to readers, is that anything and everything will be hard before it's easy."