



FROM THE GROUND UP

7 PRINCIPLES FOR BUILDING A BUSINESS FAST

From a struggling migrant to successful CEO, inspiring new book shows how Sunil Kumar built an award-winning, multi-million dollar real estate business that thrives

What's the key to starting and growing a successful business? Data shows that most businesses don't make it past their first year – and that was before COVID decimated entire industries overnight. So, what is the key to long term business success despite varying market conditions?

In the new book, *From the Ground Up: 7 Principles for Building a Business Fast* (Publish Central \$24.95), author Sunil Kumar, founder and CEO of the award-winning Reliance Real Estate, provides a personal and practical guide for those who want to build a resilient business. As a migrant Sunil knows firsthand the challenges of starting and running a business, and shares the powerful lessons learnt in his own journey and why you should look at your people as the life of your business.

Introducing 7 key principles, the book is a practical, 'how to' guide, with examples, tips, and exercises to get you working and thinking differently to build (or rebuild) your business fast. Sunil's message is clear: there is no limit to what you can achieve if you nurture self-improvement; empower your people and embrace generosity of spirit.

No matter if you're a start up or established business owner, a leader, or a migrant wanting to make your dreams come true, *From the Ground Up* will empower you with the tools needed to help your business thrive to success.

Additional information

- Inspiring self-made business success story – implementable business advice told through Author's own experience
- Extracts and custom-articles on related topics are available for media use
- Author is excellent media talent and available for interview and commentary on related topics

About the Author

Sunil Kumar, founder and CEO of Reliance Real Estate, is the recipient of numerous awards for his role in making Reliance the fastest growing real estate company in Australia and New Zealand. Philosopher; inspirer; best-life enthusiast, Sunil is humbly dedicated to making all lives around him happy, bigger, and brighter. This is his second book.

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By Sunil Kumar

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