

**- For Immediate Release -**

Contact: [www.CashFlowCows.com](http://www.CashFlowCows.com)  
(310) 397-3237 | [media@cashflowcows.com](mailto:media@cashflowcows.com)

## **Former Journalist Turns Minorities and Women into Real Estate Investors with Online Network CashFlowCows.com counsels, assists and motivates minorities and women to build their wealth by becoming long-distance landlords.**

When Linda Pliagas began to invest in real estate five years ago, it was her intention to merely supplement her humble and fluctuating income as a freelance journalist. However, with her research-oriented purchasing strategy and hands-on management style, her portfolio skyrocketed from a couple of properties in Los Angeles to multiple apartment buildings in five states, all within a few short years.

“When I aggressively started to invest in real estate, I noticed how quickly and vastly my finances changed for the better,” admits the 15-year media veteran. Pliagas has worked in virtually every aspect of print media: graphic design, publishing, reporting, and editing.

Because real estate is so expensive in Los Angeles, Pliagas began to invest out of state early on. She utilized the skills she acquired as a reporter to locate more profitable areas out of California. She researched for hours and months on end, but the homework paid off handsomely.

Pliagas invested in Arizona in 2003, just before the market saw an outlandish 45 percent appreciation; She also invested in Louisiana post Hurricane Katrina, knowing that a housing shortage would equal zero vacancies. And six months ago, she began to invest in the Rio Grande Valley area of Texas, which was just recently named by CNNMoney.com as one of the top 10 markets to invest in. ([http://money.cnn.com/magazines/business2/newrules\\_realestate/index.html](http://money.cnn.com/magazines/business2/newrules_realestate/index.html))

“I credit my background as a journalist to my success as a real estate investor,” she admits. “Research is the most important part to investing, besides of course having a trusted property manager.”

Within a short time, Pliagas formed a personal network of agents, property managers, and loan officers across the country willing to help her expand her territory. Friends, family, and colleagues soon began to request her assistance and contacts.

“When I started helping out friends invest in real estate, I basically I did it for free, just to help them out. Then, I realized, ‘Wait a minute, this is a business,’” she says.

Earlier this year, [www.CashFlowCows.com](http://www.CashFlowCows.com), an out-of-state buyer’s referral network, was formed. Since many of her clients never even visit the properties they purchase, Pliagas says she wants to carefully choose their purchases herself. So she flies out to the investment area being targeted, locates properties, and develops contacts. Then, back home, she negotiates the best prices and terms, assists her clients through the purchase phase, and helps set them up with her own property managers. Pliagas says she developed her business as a way to help others also profit from real estate.

“I’ve helped many first-time investors, people who always wanted to own a rental property, but never really knew how to go about it. It’s very satisfying for me, especially because most of my clients have been women and minorities,” says Pliagas, who is Mexican American.

**- More -**

Pliagas, who has been a licensed agent for the past four years, says [CashFlowCows.com](http://www.CashFlowCows.com) is different from other realty services because she personally invests in the areas that she markets to others.

“Our clients have their buildings located within minutes from my own personal properties. I think that makes them feel safe,” she says and adds, “I refer them to my own personal property managers too. So, we are all in it together — as a team.”

One of the other hallmarks of [CashFlowCows.com](http://www.CashFlowCows.com) is the emphasis the online realty network places on positive thinking and motivation. Pliagas urges clients to say affirmations out loud and set aside quiet time to visualize.

Pliagas, who holds a certification in clinical hypnotherapy, says she first began to implement these techniques into her life as a teenager when she came across the book *Creative Visualization* by Shakti Gawain.

She uses her blog ([www.cashflowcows.blogspot.com](http://www.cashflowcows.blogspot.com)) to communicate her message of prosperity consciousness and to post wealth affirmations for her clients and hopeful investors to recite. Her unusual sales strategy is perhaps due to location, location, location.

“I always new I would live near Venice Beach because people on this side of town are very open to metaphysics,” explains the Los Angeles resident, adding, “I believe in thinking yourself rich!”

Pliagas began her journalism career at age 18. She was chosen by her English professor to write for her high school newspaper in the agricultural border town of El Centro, California. She says her family’s poverty, foreclosure and subsequent eviction made her determined, even as a teenager, to someday own numerous properties. Upon graduation she moved to Los Angeles in pursuit of her journalism studies. She received numerous accolades for her reporting, including a magazine scholarship award for starting a nationwide publicatoin during her senior year at California State University, Long Beach.

Prior to [CashFlowCows.com](http://www.CashFlowCows.com), Pliagas enjoyed a stable 15-year journalism career, which was sprinkled with a slew of entrerenurial pursuits. Twice she has been editor and publisher of her own magazines, plus she started a different business in another industry, which is also in operation today.

Pliagas has worked as a freelance journalist for numerous national magazines, including: *Hispanic, Latina Style, Home Business Journal, Young Entrepreneurs, Women’s Health & Fitness* and *Latino Leaders*. Her reporting niche was to interview successful business owners, celebrities, and other VIPs and uncover what makes them tick. (She’s interviewed some of the world’s most famous: Andy Garcia, Oscar de la Renta, Jennifer Lopez, a U.S. Surgeon General, and motivational speaker Brian Tracy, among many others).

But in between the red-carpet interviews and star-studded premieres, Pliagas pitched editors queries about real estate investing. “Hispanics have the lowest rate of home ownership in the country, I thought it was crucial for me to try and find out why and figure out what I could do to change that,” she explains.

Through [CashFlowCows.com](http://www.CashFlowCows.com), Pliagas is able to do her part to change the status quo by assisting many Hispanics with their income property purchases. Plus, she has also been helping out the biggest new segment of real estate investors: women.

“It’s exciting when I help someone become an investor for the first time, especially a woman or someone who comes from an underprivileged background, like me. It feels great to know I’m helping someone realize their true potential. Now, I’m living my dreams through them.”

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## Real Estate is Always a Topic of Interest

**CashFlowCows.com** founder Linda Pliagas, C.Ht. is a 15-year media veteran. She has worked as a journalist, editor, and publisher. Her expertise in both media and real estate make for a fascinating interview in any medium: print, online, radio, and television. A 15-year media veteran, Linda has extensive experience interviewing as well as being interviewed. She now assists many Hispanics and women in becoming real estate investors. One of the uniqueness of **CashFlowCows.com** is that the online realty network urges clients to practice holistic techniques to build wealth, such as positive thinking, visualization, and affirmations. Linda Pliagas is a licensed California real estate sales agent and has been a landlord since the age of 25; Linda also has a certification in clinical hypnotherapy. Because of her youth, gender, nationality and unconventional real estate techniques, Linda Pliagas brings a fresh prespective to the male-dominated world of traditional real estate investing.



### Story Suggestions:

- How to be a long-distance real estate investor
- Part-time real estate investing for full-time profit
- How to determine if a property is a good investment
- Women & real estate: Single females make up one of the largest group of first-time home buyers
- Which types of properties make great investments?
  - How to have a prosperity consciousness
- \*How to know if real estate investing is right for you?

### What People are Saying...

*“Love your comments. You know what real estate is about.”*

- Glen Wilson, Tax Specialist, 30-Year Veteran Real Estate Investor, and author of “Faster Real Estate Profits with Parnters: A Shortcut to the Top of the Real Estate Mountain.” [www.abwtax.com](http://www.abwtax.com)

*“I followed Linda’s advice and purchased in the Arizona market at just the right time. This year, I moved into new markets, I’m selling off my condos and moving into apartment buildings. I think Linda gives exceptionally sound real estate advice.”*

- Patrizza Jimenez, Brooklyn, New York, Real Estate Investor, Author, Notary

*“Linda is a genuinely good-hearted person who is passionate about helping others build their wealth by investing in out-of-state property, just as she has.”*

Hector Padilla, President of HP Capital Investments, Inc., [www.hpcinvestments.com](http://www.hpcinvestments.com)

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