

## **Chapter 1**

### **C.I.A. – Credit – Income - Assets**

What happened?

What was it that brought you to this book, the one you're beginning to read right now?

And how did this book - which should have been about pumping iron and building massive biceps - end up becoming a book about home ownership?

Let's start with the most important of those questions. The one about you and your path to reading this book.

Assuming no one put a gun to your head and forced you, then you're reading by choice.

Chances are, you've chosen to read this book because you're interested in its premise. Reading the book's cover or perhaps its write-up on Amazon.com, you've seen that the subject is home ownership. More specifically, the book promises to provide you with a proven strategy - or a "playbook", as per the title - for successfully achieving home ownership.