

CHARLES C. SELLS

Director of Acquisitions –
Platinum Investment Properties Group

‘SKIING THE FALL LINE’ & INVESTING NATURALLY

Charles Sells, Director of Acquisitions for PIP Group, studied business management at Western State College in Gunnison, Colo. “Quite honestly, there was more skiing done than studying,” he says, the slopes of Crested Butte calling more loudly than the library.

After graduation, Sells worked managing food and beverage and hospitality for two or three years. At 24, he got into tax liens.

Sells has been featured on CNBC and MSNBC shows as an authority in the laws pertaining to default acquisitions.

“Just opportunity, honestly,” he says. Sells started his business with \$4,000 in 1999.

“Now we are 400 clients strong, with probably close to \$20 million under management,” he says. “It’s been a long road.”

Platinum Investment Properties now has 17,000 liens under man-

agement. The company is foreclosing on 196 properties in Illinois this year.

“INVESTING BUY DEFAULT”

“Tax liens were originally my focus,” Sells says. “I wanted to be in real estate. I seemed to be a natural on the default side of the business. I liked the legal aspects of it. I learned the tax lien and the foreclosure sides very quickly and continued learning as the rules and laws of the industry changed.”

The 2008 housing meltdown proved to be advantageous for the industry as well as the company, Sells says.

“In the past four or five years we have grown beyond expectations,” he says. “It’s been fantastic. We were already considered a default specialist, so the past housing crash provided beneficial opportunities.”

“What I have built is my baby, and I did it with very little support in a developing industry,” he says. “I am very proud of what we have accomplished and of the reputation we maintain in this market.”

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