

How to Find Keep Great Tenants: Premium Edition (Paperback)



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Reviews

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(Novella Maggio)

HOW TO FIND KEEP GREAT TENANTS: PREMIUM EDITION (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. Premium. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Premium Edition of How To Find Keep Great Tenants also includes the bonus book Investment Real Estate Analysis: A Case Study. Here s an excerpt from How To Find Keep Great Tenants: If real estate is all about Location, location, location, then finding keeping tenants and managing the rental house to maximize its value is all about Marketing. Over 25 years ago I received my real estate license, and from day one I was amazed at the number of businesses that feed off of the real estate broker! Admittedly I ve always been a little skeptical of the real estate industry, its associations and numerous designations, and the myriad of services that spring up to provide services to the industry. The biggest mistake real estate marketers make is to provide too much up-front information about the house for rent. This happens because they do not have a specific objective for their marketing initiatives. With advertising and marketing, it s important to closely track the ratio between dollars spent and income received as a direct result of each marketing channel. From Investment Real Estate Analysis: A Case Study: It s a well kept secret in buying investment real estate that you are almost always buying the seller s problem. Think about it this way: If a property has good tenants, is for the most part trouble-free and is cash flowing, why on earth would the current owner want to sell? Sure, there are some legitimate reasons, but even those innocent sounding excuses for selling can hide a hidden agenda. It s safe to say that 99 of the time the new owner is going...



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