



# The Real Estate Property Management Guide: Premium Edition

*Jeffrey Roark*

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## **The Real Estate Property Management Guide: Premium Edition** Jeffrey Roark

The Real Estate Property Management Guide: Premium Edition also includes the book Investment Real Estate Analysis: A Case Study. First up, here's a preview from The Real Estate Property Management Guide: In today's competitive real estate market buying property is one thing, but successfully managing and leasing your real estate investment can be an entirely different story! The Real Estate Property Management Guide covers all aspects of residential and commercial real estate property management including: How to make sure you're buying the right property for you, how to choose a name for your holding company, how to find and keep good trades people, tenant leasing and management, how to market your property, and most importantly, how to close the deal! The Guide is written for both new and beginning real estate investors. Whether you're investing in a single family home, an apartment building, a shopping center or an office building you'll find useful, real-world, actionable information that you can put to use right away. The author of the book, Jeffrey Roark, has over 25 years of experience in all aspects of the commercial and residential real estate markets and the Guide is filled with his hands-on, practical experiences to show you how to property manage real estate the right way! Next, here's a quick look at the bonus book 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 to face problems with their property purchase, probably sooner rather than later. The fact that problems may exist doesn't mean an investor shouldn't buy a property. Let's say the current use for a building is a multi-tenant office property with a high vacancy rate and you (as the buyer) want to turn it into offices for your business. Or an apartment building needs significant capital improvements, such as a roof repair or replacement of a majority of the HVAC units. Or a retail property sits very close to a school or to a church, a situation that current zoning laws may prohibit your leasing to certain types of tenants, thereby reducing the number of potential business types you can market your vacant retail suites to. The key is to accurately identify the existing and potential problems, and the likely costs associated with solving those problems. In The Real Estate Property Management Guide I discuss all aspects of property management, including the steps to take when considering what type of investment property is right for you. In this book, Investment Real Estate Analysis: A Case Study, we drill-down on the specific analysis used by all professional investment real estate brokers and buyers to determine the strengths and weaknesses - and to identify the hidden opportunities - when deciding how to position a piece of real estate for sale. While this case study is written from the seller perspective, as a potential buyer you should always apply these same steps yourself to gain a thorough understanding of what you are buying - before you sign the purchase contract! This case study is based on an actual activity and will take you inside the mind of a professional real estate investor. While the property type being analyzed is a single-tenant, free-standing office building, the same techniques can be used for any income producing or owner-occupied real estate.

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