



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

By Jeffrey Roark

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...



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