

# Realtor's book: Real estate better investment than stocks

By MARILYN BOWDEN

Veteran Miami Realtor Kenneth D. Rosen's new book, "Investing in Income Properties: The Big Six Formula for Achieving Wealth in Real Estate" is a timely reminder that in the long run, real estate is a surer path to financial security than the stock market.

"It's always frustrated me that only 5% of the American public — including brokers — have ever invested in income-producing properties," said Mr. Rosen, who is founder and president of Coral Gables-based Kendar Realty and owner, for the past 28 years, of the Kendar office building at 1550 Madruga Ave. in Coral Gables.

"At the same time, more than 50% have bought stocks. It should be the other way around."

He attributes this in part to some misconceptions about the real estate industry. One is a belief that real estate means houses; another is the false impression that only the very wealthy can afford to

invest in real estate.

"Every strip-mall or small office building or industrial warehouse you see is owned by someone who started off small and got bigger and bigger," Mr. Rosen said. "So the idea that only moguls and the wealthy get into income properties is not true."

Beyond that, he said, is simple fear of the unknown.

"I want to take the fear out," he said, "so that people will be motivated, because this field is extremely stable, and there is money in local banks to finance these properties."

... I wrote this book to show people how profitable it is and give them, cover to cover, all the information they need on how to go about it."

Mr. Rosen's formula rests on six industry fundamentals: location, building quality and design efficiency, tenant profile, upside, financing and price. "Investing in Income Properties" takes the reader through each of these steps.

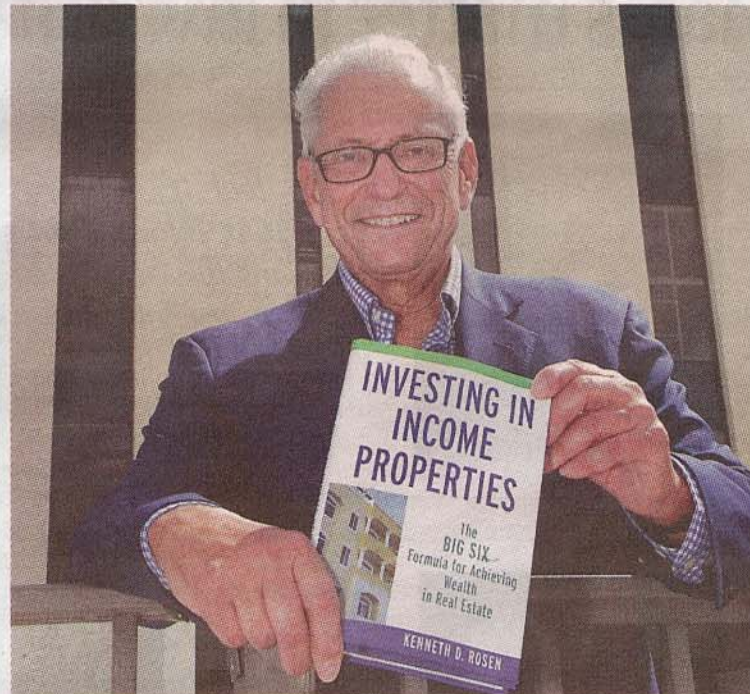


Photo by Maxine Usdan

**Kenneth Rosen will speak at Miami Book Fair International Nov. 15.**

Anyone who follows them will probably be drawn to B buildings in A locations.

"Jumping into a deal because

you've found a building with dramatic architecture, beautiful landscaping, and in immaculate condition," he writes, "means

little if the rents are at the full market rate, leases are long term, and renewal options carry only modest increases.

"Such a building might impress your friends, but what good is it as an investment if it offers no opportunity to increase your income and, correspondingly, the value of the building?"

A number of local real estate professionals have contributed chapters and insights to "Investing in Income Properties," including Martin Waas of Waas Realty, Bob Valledor of Valledor Co., Ed Mazzei of Mazzei Realty, EWM's Jeffrey Cohen, WestVest's Tony DeRosa, CB Richard Ellis's Scott Sime and many others.

Mr. Rosen will speak at Miami Book Fair International at 5 p.m. Nov. 15.

"Investing in Income Properties: The Big Six Formula for Achieving Wealth in Real Estate," by Kenneth D. Rosen, 256 pages, is \$39.95 hardbound from John Wiley & Sons. *Details:* [www.wiley.com](http://www.wiley.com).