

New Book Proves Real Estate is the Answer to Financial Chaos



There's no doubt that the real estate sector is in trouble. Then why would someone claim that real estate can still be a profitable investment? Because the demand for quality commercial properties in top locations is still greater than the supply. The new book INVESTING IN INCOME PROPERTIES by Kenneth D. Rosen reveals why investing in commercial real estate can be extremely profitable--even with the current problems facing the housing industry and the stock market. Other books focus on fixing and flipping houses or buying and managing rental houses. INVESTING IN INCOME PROPERTIES focuses on the market segment where money can still be made – and that is by buying a Big Six property, which only represents about 10% of all the commercial properties in the country. They consist of apartment complexes, office buildings, retail store centers, and small bay warehouses ranging in price from \$500,000 to \$5 million.

Miami, FL – "Nothing is certain but death and taxes," said Ben Franklin. But as counter-intuitive as it may seem these days, there is one certainty for smart investors: real estate. Wait, it's not the real estate everyone is buzzing about, the housing bust that brought on the subprime crisis. Rather it is investment in high quality commercial income properties in prime locations. While nearly everyone is running from real estate because of the housing market debacle, a savvy group of investors are putting their money where it will make money and that is in "Big Six" commercial real estate.

In his new book, "INVESTING IN INCOME PROPERTIES: The Big Six Formula for Achieving Wealth in Real Estate," (Wiley ISBN: 978-470-19083-8) author and investor Kenneth D. Rosen explains why the right properties in the right locations and at the right prices are more profitable and secure than any other investment during these troubled economic times.

The current volatility on Wall Street has investors' heads spinning, with record losses becoming the norm. One adverse event any place in the world can send stocks into the tank in one day. But there is one investment worth making: high-grade income properties in top rate locations. These properties are not just for the wealthy. They can be acquired with a cash investment as low as 20% and render a return that far surpasses other investments.

How does a novice investor know the right property to buy? Rosen explains this step-by-step in his book, using down-to-earth language. He also explains how to find seed money for the investment, how to close a deal, the pros and cons of managing a property, the way to evaluate when it is time to sell and much more. Like any investment, you need to know what you're doing if you want commercial real estate to put you on the path to riches. That's where "INVESTING IN INCOME PROPERTIES" comes in. (www.investinginincomeproperties.com)

Kenneth D. Rosen (Coral Gables, Florida) is Founder and President of Kendar Realty, Inc. He has bought and sold \$300 million in investment real estate over the past 30 years. His investments include apartment and office buildings, retail store centers, and warehouse properties. He is past president of the Realtor Association of Greater Miami and the Beaches and recipient of numerous awards. He was one of the pioneers in condo conversions and converted 1,700 units in 22 apartment complexes. Rosen is also the author of Condominium Conversions.