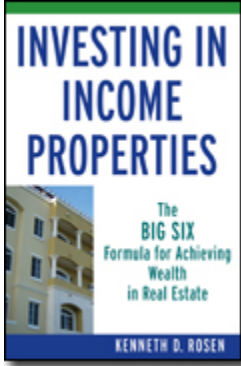


BIG SIX IS LADDER TO SUCCESS IN BUYING COMMERCIAL REAL ESTATE, SAYS AUTHOR OF NEW BOOK



10% Of Properties Have Most Potential For Success

MIAMI, FL (December 2008) – The housing market and the economy are in dire straits. But there is more to the real estate market than just houses. In his new book, *INVESTING IN INCOME PROPERTIES: The Big Six Formula for Achieving Wealth in Real Estate* (Wiley), commercial real estate investor and author Kenneth D. Rosen reveals how commercial income-producing real estate can be a powerful alternative for people seeking investment opportunities today -- especially the 10% of commercial properties that meet his "Big Six" criteria outlined in the book.

"Investors need to be aware that the real estate industry is not just about houses," says Rosen. "There is a whole world of commercial, income-producing real estate that offers an investor substantial cash flows and extraordinary profits. It is a healthy industry that can be both highly profitable and secure, and is an excellent place to invest your money if you know where to look and what to look for."

The book explains that "Big Six" properties are hard to find - but with the help of an experienced Realtor, they can be found if one knows how to identify them. These properties consist of six criteria necessary to make a sound, secure and profitable investment -- Location, Building Quality and Design Efficiency, Tenant Profile, Upside, Financing and Price. These six criteria must be followed in sequential order, just as one would climb the steps of a ladder. The properties are in the \$500,000 to \$5,000,000 range and include small apartment buildings, neighborhood shopping centers, small office buildings, and clusters of small bay warehouses.

However, according to Rosen, not all commercial properties are alike. Many properties in today's chaotic world are dropping in value and financing can be difficult to obtain. The major exceptions are "Big Six" properties, which represent about 10% of all commercial real estate. These properties are the ones that meet the criteria of the successful formula and are still very much in demand.

"*INVESTING IN INCOME PROPERTIES: The Big Six Formula for Achieving Wealth in Real Estate*" (Wiley) is a comprehensive, step-by-step guide to purchasing commercial properties, a little-known segment of the real estate business. The book provides all the critical information and tools needed to purchase commercial real estate, most importantly Rosen's "Big Six" formula for finding the most desirable, most potentially profitable properties.

For more information, log on to 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 the book, "Condominium Conversions."