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# Smart Essentials For College Rentals: Parent and Investor Guide To Buying College-Town Real Estate

*Dan Gooder Richard*

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**About The Book** Whether you're a parent looking to cut housing expenses for your college offspring or an investor looking for a savvy way to leverage your money for income and profits — or you're both — this no-fluff guide delivers everything you need in under 100 pages to make a smart investment in college-town rental property today.

WHAT YOU WILL TAKE AWAY In seven concise chapters, SMART ESSENTIALS FOR COLLEGE RENTALS takes you step by step from identifying a great college-town market to scoring big returns on your investment:

>> ORIENTATION: Discover how smart parents and investors make money from off-campus housing. >> COLLEGE TOWNS 101: Find the perfect college-town market for your money. >> GOLDMINES: Get smarter with the essential strategies every investor needs to find rentals that make money when you buy, when you rent and when you sell. >> COLLEGE MATH: Learn insider techniques to separate profitable rentals from money pits and play your counteroffer cards just right. >> FINANCIAL AID: How to use other people's money to leverage your investment in a positive-cash-flow property. >> LANDLORD U: Everything you need to know to manage student rentals and avoid nightmare tenants. >>GRADUATION: Know when to hold or cash out for maximum profit.

By necessity droves of college students are turning to off-campus housing. This perfect storm – a critical shortage and rising demand for off-campus housing -- has created a once-in-a-generation opportunity for college-town rental properties. SMART ESSENTIALS FOR COLLEGE RENTALS is a survival guide to owning college-student housing in today's market.

**About The Series** If you want to get smarter for less, then SMART ESSENTIALS guides are all you need. SMART ESSENTIALS readers appreciate the smart, useful, distilled information that goes straight to the point. Certainly, you can swim through the tides of endless online articles searching for useful information. Yes, you can slog through full-length how-to books trying to glean the one chapter you really need hidden in the general filler. But SMART ESSENTIALS readers are too smart for that. You want the information now. You want it smartly presented. You want it current for today's market. Mostly you want your information short, concentrated and applicable to your situation — you want SMART ESSENTIALS.

**About The Author** As a publisher, author, speaker and one of the real estate industry's leading authorities in marketing and lead management since 1979, Dan Gooder Richard is the author of SMART ESSENTIALS FOR COLLEGE RENTALS: Parent and Investor Guide To Buying College-Town Real Estate and SMART ESSENTIALS FOR REAL ESTATE INVESTING: How To Build Wealth In Real Estate Today.

Dan is also the series editor of other SMART ESSENTIALS books including: SMART ESSENTIALS FOR SELLING YOUR HOME: How To Get The Highest Price In The Shortest Time, SMART ESSENTIALS FOR BUYING A HOME: How To Get The Best Price And The Lowest Payment and SMART ESSENTIALS FOR BUYING FORECLOSURES: Finding Hidden Bargains For Home Or Profit. All SMART ESSENTIALS books are available as paperback, hardcover and eBook editions at www.SmartEssentials.com.

Dan's first real estate marketing book, REAL ESTATE RAINMAKER(R): Successful Strategies for Real Estate Marketing, was published by John Wiley & Sons in 2000. Dan's second book in 2004, REAL ESTATE RAINMAKER(R): Guide to Online Marketing, was also published by John Wiley & Sons. Dan is also creator of the RAINMAKER LEAD SYSTEM(R) now in use by thousands of real estate professionals

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