

Author: Justin Pogue
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Real Estate
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Media Kit

[Author Bio](#)

[Book Bio](#)

[Target Audience](#)

[Book Excerpt](#)

[Interview Questions](#)

[Story Ideas for Reporters](#)

[Downloadable Author & Book Photos](#)

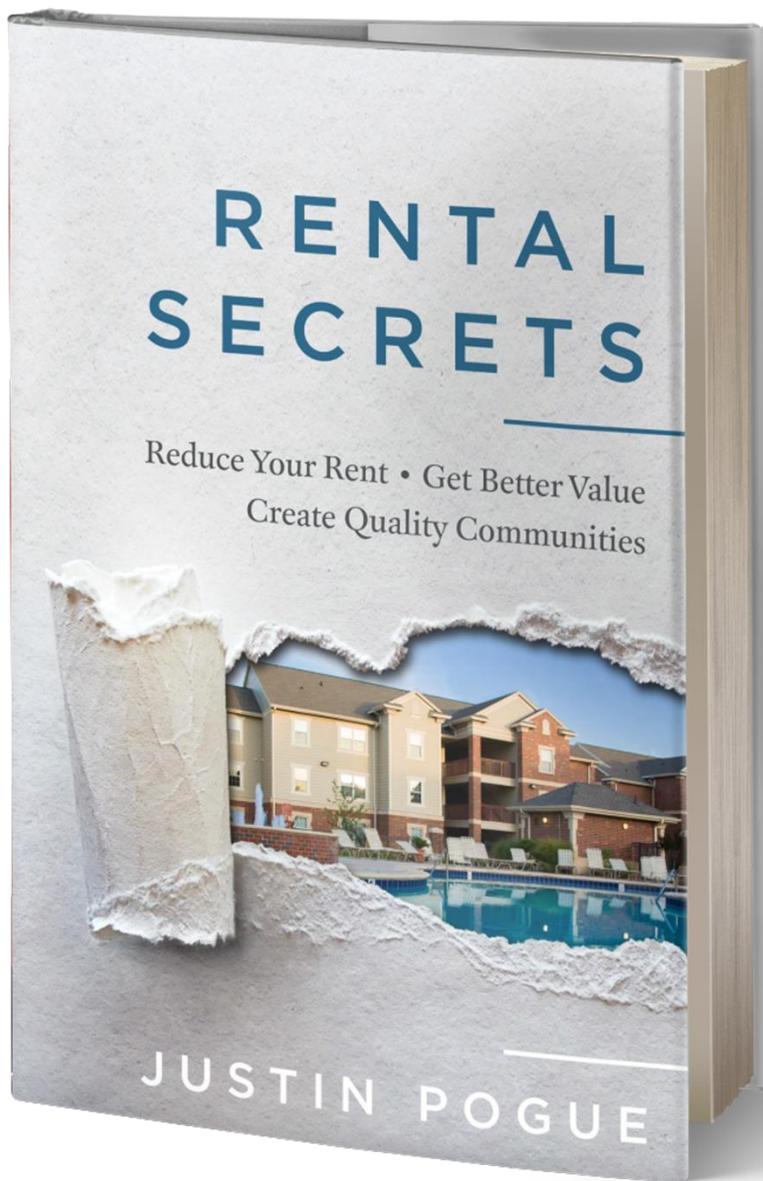
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Author Bio

Justin Pogue currently works as a real estate consultant based in San Jose, CA. His services are sought after by property management companies, investors, and real estate consulting companies alike. He got his start in real estate by purchasing properties on the Lands Available list in the state of Florida. Since 2003, he has developed and managed apartments, rental homes, and student housing across the United States. Justin holds a degree in Economics from The Wharton School at the University of Pennsylvania, as well as an MBA from The Darden School at the University of Virginia. As a San Jose native, he also attended Bellarmine College Preparatory and the Harker School.



Justin C. Pogue



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Book Bio

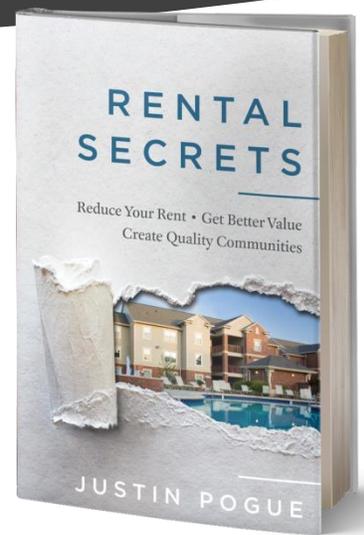
Searching for a new place to live can be a daunting task. During this process, most people believe that landlords have all the power. After all, they own the new roof that you need.

Rental Secrets describes how people have more power than they think. Unfortunately, they never use it because they don't know it exists.

Where does this power come from? While landlords appear to be holding all the cards, there are realities of the property rental business that they must contend with. These realities create stress and pressure. By learning how to relieve this stress and pressure, you can save hundreds of dollars renting your next home.

This power is available to everyone. No special abilities or talents are needed. And it works in both large and small cities. In both urban and rural environments. In all markets whether they are expensive or not. And best of all you can start using it today.

Target Audience



WHO SHOULD READ

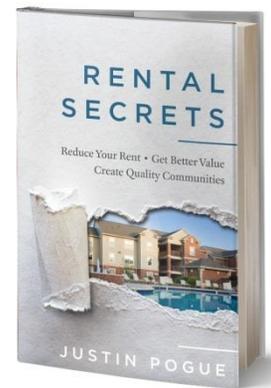
- renters
- property owners
- landlords
- property managers
- leasing associates
- community organizations
- non-profit foundations

BOOK BENEFITS

- learn effective rent reduction strategies
- confidently rent your next property
- get better value for what you pay
- understand how to obtain free rent
- take control of lease & renewal conversations



Book Excerpt



Chapter 2: The Power of Competition

Property owners and property management companies define market competition very differently than you or I do. Therefore, when they say their rents are competitive it doesn't mean what the average person thinks it means. When these companies look at their competition, they perform a market analysis based on properties similar to their own. These properties are chosen based on their close proximity as well as having similar interior finishes, property condition, and amenities. They do this to simplify their market analysis and to compare apples to apples as best they can.

While this may sound very logical and reasonable, this method - while simple - leaves out options that a renter may very well consider. These options include single-family homes, smaller multi-family properties, or properties in other parts of the city. For example, you may live in an apartment complex 15 minutes east of where you work. You might consider an acceptable substitute to be a complex that is 15 minutes west of your job. Your current apartment complex likely does not factor that option into their market analysis. Their answer would be that those are not considered to be comparable properties. The question is, not considered comparable by whom? As the renter it is your choice to determine which options make sense for you, meaning any property you would consider is actually their competition.

So next time you hear "Our rents are competitive with the market" be sure to understand specifically what market they are referring to before you assume that information is correct. They believe that statement is true based on the "market analysis" they have done, but, understand that it is likely incomplete and certainly not matched to any specific resident's point of view.

If a property manager presents an unacceptable rental price to you, don't just complain that it's unacceptable. Show them who their competition really is from your perspective because they really may not know. This can be powerful both...

Interview Questions

1

Do people really have the ability to influence what they pay for rent?

2

Why did you decide to write this book?

3

Why did you choose the title "Rental Secrets"?

4

Where does the power to influence your rent come from?

5

Are these powers specific to any geography or location?

6

What does vacancy really mean for landlords?

7

How can people maximize their power of negotiation?

8

What's the real meaning of "Our rents are competitive with the market"?

9

Can the timing of when people are looking to rent be helpful?

10

Is free rent really possible?

11

What is the best source of information when renting a property?

12

Am I always required to repair any apartment I damage?

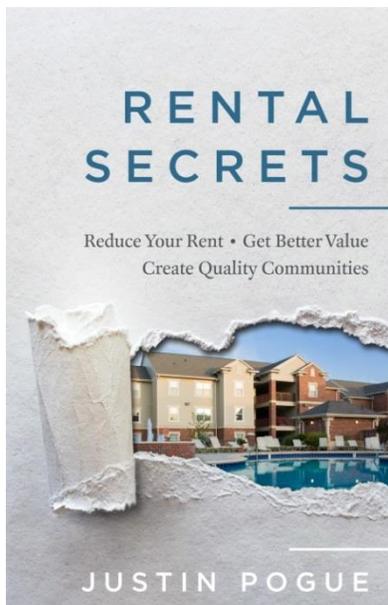
13

How should I pay my rent each month?

14

Can anyone really use these strategies?

STORY IDEAS FOR REPORTERS:



- 1. Landlord Negotiation:** What are the steps to follow when negotiating with your landlord?
- 2. The Best Time To Rent:** What is the difference in rent between the busy months and the slow months from peak to trough?
- 3. Market Competition:** What level of competition is occurring in individual local markets and how can individual renters make use of it?
- 4. Can College Grads Wait For Winter:** What challenges do college graduates face if they'd like to wait to rent in winter when monthly rents are lower?
- 5. I've Narrowed Down My Apartment Choices, How Do I Choose the Best One For Me:** While it's necessary to work with the on-site leasing associate, what other sources of information should prospective renters seek out to help make their final rental decision?
- 6. Landlord Problems:** What specific issues are landlords facing in specific geographic areas and how can renters use this information to save money?
- 7. Paying \$4,000/Month For A One Bedroom Apartment:** What are the circumstances that might push people to pay more in rent? Was that high priced apartment really their best choice?
- 8. Slowing Down My Rent Increases:** My landlord asks for a rent increase every year. How can I slow down the rate of my rent increases?
- 9. Market Affordability:** How can I find more affordable options in hot rental markets?

DOWNLOADABLE PHOTOS

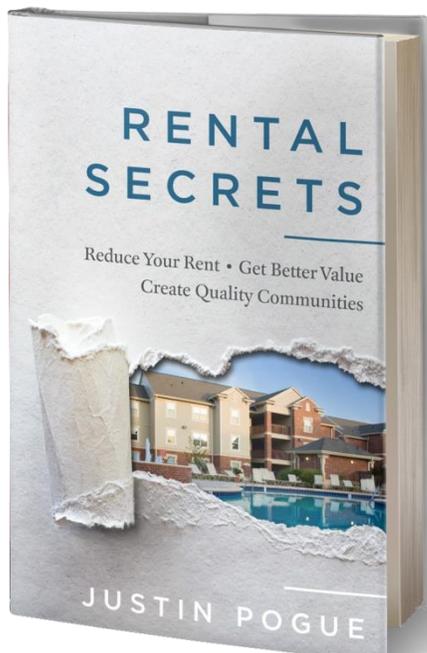
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-Thank you.



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