

LOCAL OWNER SPOTLIGHT: KYLE ROGERS' JOURNEY IN REAL ESTATE

Newsletter of Iowa Realty Commercial



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Dear Esteemed Clients,

This month we asked local owner and investor, Kyle Rogers to share his story with us. Kyle grew up in Des Moines, IA. He graduated from Dowling Catholic High School and then went on to DMACC where he earned his degree in Business Administration. During that time, he worked in management at UPS and for his father installing flooring.

Early Start in Real Estate

Kyle's real estate journey began at 18 when he bought his first house. With the help of family and friends, he fixed it up and gained significant equity. Realizing the potential for extra income, he rented out rooms to friends, essentially pioneering the "house hacking" strategy before it became widely known. He eventually sold the property for double the purchase price, using the proceeds to buy a foreclosure.

After renovating this second home, he leveraged the equity to acquire his first official rental property on Des Moines' east side, which he still owns today. These initial properties laid the foundation for his single-family investing career.

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Real estate is a means to an end, allowing you to balance business growth with quality time for family and personal passions.
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Building a Diverse Portfolio

Initially focusing on Des Moines' east side, Kyle has since expanded his rental portfolio to almost every suburb of Des Moines. His primary focus remains on renovating single-family homes. Depending on market conditions, he decides whether to flip the home or retain it as a long-term rental. To maintain momentum, Kyle always has at least one project in progress but avoids overextending himself, never juggling more than four projects simultaneously. This approach has enabled him to grow his business while preserving quality time with friends and family.

A Conservative Approach to Investing

Kyle describes his investment strategy as conservative, earning him the label "old school" from fellow investors. He and his wife Elyse, a talented residential Realtor, manage all their rentals together, with Elyse handling most of the bookkeeping. Their collaborative approach helps them maintain a well-balanced business and personal life.

Balancing Business and Personal Life

Outside of work, Kyle enjoys playing soccer and basketball with his two daughters. He slows down his projects in the summer to spend quality time with his family at the lake. The Rogers family is also deeply involved with the Juvenile Diabetes Research Foundation (JDRF), as both Elyse and their daughter have Type 1 Diabetes. They actively support JDRF to raise awareness and funds for the cause.

Learning from Experience

Kyle's Biggest Real Estate Mistake: Buying an Airbnb. The property didn't generate the expected income, likely due to poor timing and insufficient patience. He sold it after a year, fortunately turning a small profit thanks to the market conditions, though it fell short of his initial expectations.



Kyle Rogers with family

Words of Wisdom

Kyle's Best Piece of Advice: Save your money and be smart with it. With today's high interest rates and property prices, the market poses challenges for new investors.

Thank you for reading our newsletter! Kyle Rogers' story provides practical insights into successful real estate investing and highlights the importance of careful financial management and strategic property renovation. Stay tuned for more local spotlights and valuable real estate tips.

Kind Regards,
Joanne M. Stevens and Dan Dempsey

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If this is something you would like, simply give me a call at 319-378-6786, email me at joannestevens@iowarealty.com, or visit <http://joannemstevens.com/>

Joanne Stevens is a specialist in listing and selling mobile home parks and manufactured housing communities throughout the U.S. With her 20 plus years of experience in developing, zoning, owning, retailing, managing, turning around and brokering parks, she can maximize your sale price.