

## **Real Estate Rental Market Strength Has Largely Gone Unnoticed**

*The current strength of the rental market and the historic stability of rental prices in Detroit have created attractive opportunities for long-term investors, according to metrorenaissance.com.*

**Jan. 7, 2009** - [PRLog](#) -- The strengthening of the rental market has largely gone unnoticed, especially in cities like Detroit. The current strength of the rental market and the historic stability of rental prices in Detroit have created attractive opportunities for long-term investors, according to metrorenaissance.com. If the first, second, and third rules of real estate are LOCATION, LOCATION, LOCATION than the fourth, fifth, and sixth, must be CASHFLOW, CASHFLOW, CASHFLOW.

With the economy seemingly getting weaker by the day, housing prices continuing to fall, and the stock market experiencing unprecedented levels of volatility, making additional investments might be the last thing on many people's minds. Yet, according to metrorenaissance.com, if history is any indication, that is exactly what investors should be considering. That is, of course, if they hope to take advantage of the elevated investment returns that have followed previous recessions.

Metro Detroit average home prices are currently lower than they have been in 15 years. Investors can now acquire properties at extraordinary discounts that will generate significant annual income while carrying potential price appreciation, once the real estate market stabilizes. Despite the tough media coverage, investors who do their research will discover undervalued opportunities for investment.

"More home foreclosures and fewer homebuyers mean the demand for residential rentals has grown in Southeast Michigan" (Crain's Detroit Business: Foreclosures, Fewer Buyers Push Demand for Rental Housing, July 2008)

Today there is no doubt that the current real estate market offers extraordinary cash flow generation opportunities. In addition, despite the current problems facing the banking industry, real estate loans remain available for individuals with reasonable credit and stable income. Thus, investors have the opportunity to further enhance their return by using borrowed money to conservatively leverage their investment. Today, careful property selection can truly generate attractive returns.

For additional investment data and Pre-Screened Bank Foreclosures, visit <http://www.metrorenaissance.com> or email [info@metrorenaissance.com](mailto:info@metrorenaissance.com).

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Metrorenaissance.com and Renaissance Capital identify Metro Detroit Bank Foreclosures, REO's, and Income Properties suitable for strong financial returns. For additional investment data and Pre-Screened Bank foreclosures visit <http://www.metrorenaissance.com>.

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