

JENNIFER RUELENS, MBA, RMP

REAL ESTATE INVESTMENT
EDUCATOR AND ADVOCATE



@Jennifer Ruelens



media@onefocuspm.com



OneFocusPM.com



@OneFocusPM

OTHER APPEARANCES

- Profitable Property Management Podcast
April 26, 2023
- Beyond Rent Podcast Jan 30, 2022
- Profiled in "50 Interviews: Successful
Property Manager, Advice and Winning
Strategies from Industry Leaders Vol. I"
Issued by Author: Michael Levy · Feb 2010
- Profiled in Journal of Property
Management's "30 Under 30" Cover Story
Issued by Institute of Real Estate
Management · September 2009

GET TO KNOW JEN

Using her proven “show up, overperform, get put in charge” strategy, Jennifer Ruelens, RMP, MBA has spent the last 20 years building a reputation for making properties profitable. She spent her 20s earning her property management stripes and gaining some serious street cred by turning around large (276-470 units), unstabilized multifamily properties by addressing leasing inefficiencies, tenant qualifications standards, and deferred maintenance.

In 2012 she launched One Focus Property Management and has grown it to 20 employees operating out of three strategic offices.

One Focus PM helps investors in its markets successfully invest in real estate using best-in-class strategies and tech-forward tools. With her company running efficiently, Jennifer is now able to bring her energy and passion to being a leading landlord educator and advocate. Her YouTube channel hosts more than 100 videos designed to make real estate investment education accessible and understandable to everyone. She is frequently sought after to speak regionally and nationally to real estate investors and her colleagues in the property management industry. She is active in the National Association for Residential Property Managers (NARPM) and is the past president of the NARPM Pennsylvania Chapter and is current vice chair for NARPM’s Women’s Council.

PRESENTATIONS

- **Due Diligence For Maximum Risk Management-** *Knowing the types of risk in rental properties and how to identify and mitigate for them is crucial to your success. We discuss real life strategies for maximizing your due diligence opportunity on each deal.*
- **See Something, Say Something, Do Something-** *Most questions from landlords are about how to manage tenant compliance. Situations like unapproved pets, poor housekeeping, new unapproved roommates, are tough for most people to remedy. We discuss how to take action on these issues to manage your risk.*
- **Landlord 101-** *Covering the basics of what you need to know to start investing in buy and hold residential rental property. Let’s get started!*

ALSO PASSIONATE ABOUT

- Entrepreneurship and growing SMB
- Advocating for investors
- Property management industry
- EOS/Traction