

Real Estate Investment Group Fernwood Team Launches a Free Data-Driven Book on Building Rental Income in Las Vegas

Free 100+ page book from Las Vegas investment team Fernwood lays out its data-driven method for choosing the city, tenant, and property.

LAS VEGAS, NV, UNITED STATES, October 26, 2026 /EINPresswire.com/ -- Fernwood Team, a [Las Vegas investment real estate team](#) that has helped clients

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Eric Fernwood

acquire more than 600 rental properties, today announced the launch of The Definitive Guide to Rental Property Investing, a free book of more than 100 pages for investors who want to build rental income using data rather than guesswork. The book is available now as a PDF download, only at [fernwoodteam.com](#).

The book lays out the sequence the Fernwood team has refined over more than 17 years. Readers first select a city, then define the tenant segment a property must attract,

and only then evaluate individual properties. It covers city-level criteria such as population and job growth, operating costs, landlord-tenant law, and limits on buildable land. It also explains how the choice of tenant segment affects vacancy, turnover, and rent stability, and it details the property-level screens the team applies before recommending a purchase.

“Investors tend to start with a property and work backward, and that is where many avoidable mistakes begin,” said Eric Fernwood, co-founder of Fernwood Team and a longtime BiggerPockets contributor. “We are engineers, so we wrote down the process we use ourselves, in the order we use it, so readers can test their own decisions against it.”

The framework comes from the team's own results. Across a tenant population of more than 1,100, Fernwood reports average vacancy below 2% and eight evictions in more than 17 years. During the 2008 financial crisis, when Las Vegas home values fell from roughly \$120 to \$70 per square foot, rents in the team's target segment remained stable, according to a case study the team has published.

The Definitive Guide to Rental Property Investing is written for busy professionals and out-of-

state investors, who make up most of Fernwood's client base. The team has delivered more than 600 investment properties for over 170 clients, most of whom invest remotely. "Many of our clients invest from another state and have limited time, so they need a method they can check against real numbers," said Cleo Li, co-founder of Fernwood Team. "The book is meant to give them that before they commit any capital."

The Definitive Guide to Rental Property Investing is a free PDF download, available only at fernwoodteam.com. Fernwood Team also publishes a monthly [Las Vegas market report](#) tracking rents, inventory, and pricing for its target property segment.

Fernwood Team helps busy professionals and out-of-state investors build Las Vegas rental property portfolios, handling property selection, acquisition, renovation oversight, and property management setup. Founded by engineers Eric Fernwood and Cleo Li, the team has delivered more than 600 investment properties for over 170 clients, most of whom invest remotely. Fernwood's work has been featured in LA Weekly, Vegas News, 8 News Now, and BiggerPockets. Fernwood Team is affiliated with Keller Williams VIP Realty, 7501 Tule Springs Road #170, Las Vegas, NV 89131. NV Licenses S.67069 and S.171691. Equal Housing Opportunity.

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