

Edward Rogers Jr.

EDWARD ROGERS JR., 31, president of Edward Rogers Investments, New Haven, believes the real estate industry has been irresponsibly slow in selling the concept of real estate as an investment to the general public.

"Without a doubt the real estate industry has the best investments available in terms of where to put funds," Rogers says, insisting that "no one can disagree that a well located, well managed property will out perform any other form of investment in terms of return on the dollar."

Rogers believes it is a crying shame that the industry, sitting with its best market in a lifetime, is letting the stock market, mutual funds, government bonds and savings institutions do all the selling to the general public.

Having participated in the formation of more than \$4 million in Connecticut limited partnerships, both land and income-producing properties, Rogers has found the small investor wants to put money into real estate, but is limited by his options. "The small investor is limited to the three or four-family home which he can manage himself," Rogers points out. "Anything larger requires extensive legal, accounting and maintenance services which are usually beyond the average investor's means."

To overcome this deficiency in the investment market, Rogers formed Edward Rogers Investments. He believes that syndication is such an important medium for the average investor that he invests in each limited partnership he sets up and manages it personally. To insure that he doesn't over extend his activities, he spends six to nine months setting up each partnership, investigating the investment thoroughly before presenting it to the public. As a final protection, Rogers registers all projects with the Real Estate Commission.



In 1973, Rogers formed Heritage Assoc., the first land limited partnership approved by the state Real Estate Commission. It consisted of 122 acres of residential land in Southbury. He currently is forming a \$2.6 million apartment syndication which will be offered to the public after a Real Estate Commission permit is obtained.

Rogers admits backing into real estate. He graduated from New Haven Univ. with a bachelor of science degree in computers. While in school, however, he used whatever extra money he had to invest in real estate. He found the return so gratifying that he entered the field of real estate as head of his own firm, Rogers Realty. That firm handled the acquisition, management and sale of investment properties for selected individuals as well as his own investment real estate portfolio.

Edward Rogers Investments

In 1970, he associated himself with Francis Zappone Co., Waterbury, as manager of the company's newly formed investment division. Besides listing and sale of large investment properties, he developed a syndication department for the firm.

In 1972, he joined George Brown in Stratford to specialize in the new field of real estate syndication. As a real estate investment counselor, Rogers was responsible for acquisition and appraisal of properties for the company's group investments.

He left Brown because syndication was only a facet of Brown's extensive real estate dealings and Rogers believed syndication could be important enough to base a firm's business entirely upon. Edward Rogers Investments is to this day the only firm in the state that does nothing but syndications.

Rogers has extended himself beyond the reach of his business into extra curricular activities. He is a member of the Legislation and Taxation Committee of the National Real Estate Securities and Syndication Institute and he is founder and treasurer of the Connecticut chapter of the Real Estate Securities and Syndication Institute. He is also a certified instructor who has taught real estate courses for the Univ. of Ct.

Currently a candidate for the CCIM (Certified Commercial Investment Member) designation of the National Assn. of Realtors, he also is attending classes for the GRI (Graduate, Realtors Institute) designation.

Professionally he is affiliated with the National Institute of Real Estate Boards (residential and commercial investment division), National Institute of Farm and Land Brokers, Realtors of Greater New Haven, Ct. Assn. of Realtors, National Assn. of Realtors and the California Real Estate Assn. (syndication division).