

JENNIFER RUELENS, MBA, RMP

REAL ESTATE
INVESTMENT EDUCATOR
AND ADVOCATE



@Jennifer Ruelens



HIWPMJ@onefocuspm.com



HoldItWithPMJen.com

PREVIOUS APPEARANCES

- Hold It With PM Jen Podcast 2025
- Inspire Wealth Podcast August 26, 2024
- Upkeep Media Inc. YouTube June 18, 2024
- 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. 1" 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

MEET PM JEN

If you want sugar-coated real estate advice, look elsewhere. But if you want the unfiltered truth about making money with real estate investment—buckle up, because PM Jen keeps it real.

Jen Ruelens is the straight-shooting, entertaining host of *Hold It With PM Jen*, the podcast that makes the "hold" in buy-and-hold investing less stressful, less painful, and way more profitable. A seasoned investor and property manager, she's dealt with everything from nightmare tenants to surprise expenses that make grown men cry like babies.

As the Broker/Owner of One Focus Property Management, she doesn't just talk about real estate—she lives it, managing hundreds of units and guiding investors through the chaos. She runs the Williamsport Area Real Estate Investors Meetup and regularly speaks at conferences, live events, and podcasts, breaking down the business with humor, passion, and a healthy dose of reality.

Real estate isn't all passive income and bragging to your friends—it takes guts, grit, and a damn good strategy. PM Jen is here to make sure you've got all three.

PRESENTATIONS

- **Due Diligence for Maximum Risk Management** - Buying a rental without proper due diligence is like jumping out of a plane and hoping someone packed your parachute. Spoiler alert: they didn't. If you want to avoid nasty surprises—like hidden repair nightmares or tenants who make the evening news—this session is for you. We'll break down the biggest risks in rental properties and arm you with real-world strategies to spot red flags, ask the right questions, and buy a deal that makes you money.
- **See Something, Say Something, DO Something** - Real estate investors, it's time to grow a backbone! Unapproved animals, mystery roommates, tenants who think cleaning is optional—these are the everyday headaches that can wreck your property and your profits if you let them slide. The key? Spotting issues early, addressing them head-on, and enforcing your lease like a boss. In this session, we'll cover exactly how to handle tenant compliance without losing your sanity (or your rental's value).
- **Real Estate Investment 101** - So, you want to be a Real Estate Investor? Fantastic. Now, let's make sure you don't end up in a viral horror story. This crash course covers the absolute must-knows for getting started in buy-and-hold real estate—from picking the right properties to handling tenants and keeping your investment profitable. If you're serious about building wealth through rentals, this is where you start.

PASSIONATE ABOUT

- Buy and hold real estate investment
- Advocating for real estate investors
- Entrepreneurship and growing SMB
- Elevating the property management industry
- EOS/Traction