

Wake Up And Smell The Real Estate - Bonus Chapter

Food Truck Park Rental Business

I created a food truck trailer park even before I had my book published. It's a premium property in a great location with a variety of food trucks, Indian food, Mediterranean food, barbeque, Mexican food. The food truck business is a lot like retail, but a little smaller in scale. It has many of the same pitfalls. Most of them fail.

Parking a food truck in a location with a lot of traffic helps, of course. You've got to have traffic of some kind, whether it's foot traffic or car traffic. Remember, if people are coming in cars, you've got to have parking. My property offers that to the food truck owners. Those who do well in the food truck business are the ones who stay in one location because it's like any business: people want to count on you being there. They want to know they can get the burrito or whatever it is a food truck sells.

Be Where You Say You'll Be

The ones that fail are the food truck operators who try to chase events without any planning or communication. They'll go serve at a concert or fair, but then their core customers at their normal location aren't happy if the food truck isn't where the customers thought they'd be. The other ones who fail keep inconsistent hours or days. Splitting locations can work. What I mean by that is it is okay to commit to being in one fixed location for three days per week and another for the other three (or four). Or, you could park a truck at a location like mine on weekdays and serve events on the weekends —my point is simply that you have to be consistent.

Being unreliable as a business owner is never a good idea. Find a good location with overhead you can handle and *stay there*. Your customers need to know what to expect from you. Do your marketing online and bring people to your door. Keep your food tasty and your menu simple! You can just make one item well. You also have to be fast—don't make people wait 20 minutes for their food once they order.

A Good Real Estate Investment

For someone like myself who owns a prime piece of property, offering it for rent to food truck owners is not a bad way to go. My land is a corner property that I originally bought when I beat a group of investors making a middleman deal for a Walgreens. Until I build a structure here, my goal is to maximize the land use and squeeze every dollar I can out of it. I paid \$1,175,000 for this parcel with a 1031 exchange. I also created a line of credit for \$1 M the same day, on closing, to buy more. Always make the most of your location! Renting to food trucks is one good way to make money from land ownership.

You can get \$500 to \$1500 per truck per month, depending on your location. I average around \$800. I want my people to succeed, so sometimes I'll cut them a break if they have a bad month. I do not take a percentage of the food truck profits or charge utilities; I am only paid rent.

You've got to have water and an accessory bathroom. Use of the bathroom is included in the rent I charge the food truck operators. It's not for the people who come to buy food, it's for the people who work in the trailers. The city will usually require this of the property owner in order to grant a permit. I also offer areas with canopies. Shade is important. Rain often shuts food trucks down, but sometimes not. The key is repeat clientele. They'll call in orders and pick up their food when it's ready.

Another way to bring income is to have small events like a hobby exhibition, swap meet or a farmer's market. Rent it to hobbyists, artisans, or farm stands so they can put their booths up for a day or two. Then they promote the event and the food vendors get more sales. Everybody wins!

FlipAnythingUSA™ Video:

[Real Estate Investing Food Trailer / Truck Park Rental Business: What I've Learned](#)