

RE 201-Public: Working with a Realtor: Is Real Estate Investing Right for YOU?

Why does an investor need a real estate agent?

Comps and knowledge of area: quick for agents versus lots of time at courthouse

Investors would rather focus on ROI

Someone else to do the leg work

Bypasses liability issues and insulates buyer from bad feelings. Helps keep investor from wasting time on learning purchase contracts and the process.

Keeps seasoned investor aware of RE law and current hot topics: mold, defective building products, remediation

Guides the novice investor through the process and mentors him.

Which investment property?

Location, location, location

New development in the area

Lower taxes

Comparison of rent incomes

New large employers in area?

Landlocked cities?

What is a “great investment”?

Investor A: 120k SP, needs 25k fix up to be worth 190k

Investor B: 165k SP, good condition, 1200 rent

Investor C: 225k, close-out in new subdivision, lots of upgrades, move in two years

Investor D: Pre-Foreclosure attractive price

Investor E: Bank Owned REO property

The same house is NOT a great investment for all investors!

What kind of investor are YOU?

Assess your goals first

How much money do you have to invest?

How many homes do you wish to purchase this quarter, or this year?

How much WORK will you personally do yourself?

Do you want to be a landlord? Do you have the right temperament, or will you have it managed by a third party?

What cities are you interested in? Are there any places you are NOT interested in?

Is rental overage important? (positive cash flow)

Do you need to lower your tax bracket

What are YOU looking for? Tax writeoff, lower tax bracket, cash flow, long term appreciation, lots of work, “turn key”, Big Project or small one?

Are you a manager, or a tradesman? Classes at home depot

Do you Work full time and have family responsibilities?

Interested in cash flow or appreciation?

What’s your ultimate goal?

Quit work and live on the rental income?

Or do you have three college tuitions coming up?

How experienced are you at this point?

What training have you had?

Do you understand ALL the numbers (Taxes, ROI, cash flow, depreciation, recapture)?

Do you know what kind of investor you are?

Buy and hold; landlord; renovate and flip personal home; renovate and flip other properties; commercial properties; builder-developer.

How much TIME will you devote to the acquisition process?

How much TIME and money will you devote to renovation, rental management, repairs?

What does RENOVATION mean?

Paint and carpet

How to attract and retain good renters.

Lighting, new ceiling fans, blinds, value carpet/nice pad, framed mirrors, tile kitchens and baths, appliances, cabinets?

What is “major renovation”?

Major repair or remodeling

Structural repair/replacement, fixture replacement, major systems replacement

Sprucing up

Paint: color is vitally important

Do you paint the ceilings or paneling?

What are investors looking for?

Two types

Quick appreciation

Cash flow with little money down

Can you get both at the same time?

Look for properties in any city

How to do a quick survey for property values

How to evaluate the rental market in any area

What’s Your Knowledge Base? Already have a portfolio of properties? Some?

None?

Reading: “Wealth Protection Secrets”, “Rental real estate”, “Rich Dad, Poor Dad”, “Real Estate Investor’s Tax Guide”, “Multiple Streams of Income”

Any Seminars?

Or just the School of Hard Knocks?

New Home Investment – Is it for You?

What are the advantages of a brand new home?

Any Disadvantages?

Investors: Who should be on your team

- 1.
- 2.
- 3.
- 4.

Tenant Market / Landlord Market – Who is in charge?

Tenant can be choosy when too many homes are for rent in the area

How do you sell them on YOUR rental property?

Landlord can be choosy when offering unique “deal” (new or renovated home)

How do you overcome one or the other?

Landlord / Tenant solutions

Legal questions on applications

Credit histories to avoid

Bankruptcy?

What does the debt to income ratio really mean?

Lease agreement suggestions

How to treat Repairs on Move out

Financing Options

Small down payment (0-10%)

Large down Payment (20% or more)

Flip or renovate and hold

How to take Title to your property

Other Websites and sources that may be helpful: caution!

- 1
- 2
- 3

Use ME as your realtor

Credentials

Experience measured by Results, not years of service

I have multiple sources of properties: MLS, FMLS, FSBO, REOs

As a client, I will owe you these duties:

As an investor client, I will also guide you through investment discussions

What’s your risk tolerance?

I’ll fit into YOUR lifestyle & Timeline

Don’t waste your time chasing short sales foreclosures if they don’t fit your need

Which is the better “deal”, a short sale or an REO?

How I can help

I’ll negotiate the best purchase price for you, most realtors will do this

Investors have different needs

Tony and Marti Giacobe 770-425-6735 or 770-849-1473
A Tradition of Service www.tonyandmarti.com

I know the neighborhoods and can compare the benefits of each for you
I know the tax benefits that will maximize your total situation
If you are flipping, let me do the homework to help you market the selling benefits of your target property: commute distances, schools, shopping, qorship, medical, county sales and real estate taxes, and HOA fees
I have specialized knowledge of investment property purchases, experience and training
I can help you make sense of the complex investment process and environment
I am personally available, will introduce you to sources for funding and purchase closing
I'll prepare all the necessary paperwork on both the purchase and the sale
I'll advise you through the inspection process
I have a relationship with several closing attorneys who specialize in investor closings
I have all the tools you need. I look forward to helping you purchase and investment property this year.

Call me, lets get started.

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