

# Module 2A

## Choosing the Right Area



# How to Choose the Right Area

## Wholesaling

- Are investors buying in this area?
- Cash Sales (Close to 20% or better)
- Who are the investors?
  - Rehabbers
  - Landlords
  - Investors (ROI)

# What do Buyers want?

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Investor/Buyer

Single family

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Not too big or too small

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Repairs needed

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Low to middle income areas

# How to Choose the Right Area

## Fix & Flip

- Retail Buyers
- What type of financing?
  - Cash
  - FHA
  - Conventional
  - Jumbo Loans

# How to Choose the Right Area

## Buy & Hold

- Rental Demand
- Vacancy Rates
- Economic Conditions
- What type of Landlord are you?

# How to Choose the Right Area

- Tools to Use:
  1. MLS
  2. Redfin
  3. Zillow (but don't use Zestimate)
- Look at sale activity in the last 6 months
- Look at DOM (Days on the Market)
- Be careful about distressed areas  
(high sales but highly discounted)



# Other Information from Search

Cash Buyers

Private Lenders

Property Values