

Choosing the Right Geographical Area



How to Choose the Right Area

- **Study Supply and Demand**
- **Wholesaling** - Look for cash sale activity in the last 6 months (MLS Search)
 - Over 20% cash sales=good investors demand
- **Fix and Flip** – Retail buyers
 - Types of Mortgages
- **Buy and Hold** – Rental Demand
 - Vacancy rates?



How to Choose the Right Area

- **Look at DOM** (Days on the Market)
- Be careful about distressed areas (high sales but highly discounted)
- **Survey your Buyers**



Other Information from Search

Cash Buyers

Private Lenders

Property Values