

TOP TIPS

FLIPPER TARGETING CRITERIA

- Target areas reasonably close to your home and work.
- Stick with single family homes. Avoid townhomes and condos.
- Define your target price range, as the markets, sweet spot.
- Stay near or below the median price, to appeal to a larger segment.
- Look for areas with high MLS turnover, low inventory, and fast DOM.
- Search communities with a lot of listing activity, pending sales, and sold comps.
- Consider age, tax rate and the appeal of the neighborhood.
- Consider the areas safety and the quality of the schools.
- Search in family type neighborhoods with recreation and active HOA's.
- Target areas near major employment, medical and transit.
- Consider transitional areas with remodels going on and some new construction.
- Target homes where the rehab is not so extensive.
- Avoid flood houses and houses in the flood plain.

