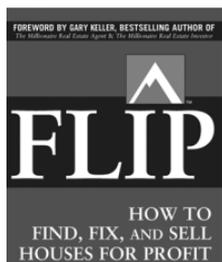


# HINTS FOR HOMEOWNERS

## Flip For Market-Proof Real Estate Investing

(NAPSA)—In today's slowing real estate market, a "buy and hold" investment strategy might seem to make more sense than "flipping" for investors looking to build long-term wealth. But according to recent National Association



RICK VILLANI AND CLAY DAVIS



**The book contains checklists and worksheets to enable flippers to manage investment decisions before and after they buy.**

of Realtors statistics and a new book in the popular *Millionaire Real Estate Series*, flippers—investors who buy and sell houses within 12 months after making improvements, like a new bathroom—continue to profit even as real estate markets stagnate nationwide.

“Flipping a house has many moving parts. Anyone looking to flip as a ‘get-rich-quick’ scheme is going to get burned,” says Rick Villani, co-author of the new book **“FLIP: How to Find, Fix, and Sell Houses for Profit”** (McGraw-Hill). **“FLIP”** provides a road map to success that anyone can follow.”

In **“FLIP,”** Villani and co-author Clay Davis break flipping down to a market-proof, Find-Analyze-Buy-Fix-Sell process that helps evaluate investments and flip houses no matter what the market conditions. Based on their extensive experience finding, fixing and reselling more than 1,000 houses with their company Home-Fixers, Villani and Davis provide the practical and technical guidance investors need to read the

real estate market, weigh costs and maximize profits. The five-stage process presented in **“FLIP”** includes:

- **Find**—Research/select neighborhoods and houses, attract sellers
- **Analyze**—Identify improvements, consider costs, analyze profit potential
- **Buy**—Arrange financing, make offer, close
- **Fix**—Develop and execute improvement plan, on time and on budget
- **Sell**—Sell quickly for maximum profit.

While there are flipping opportunities in any market, **“FLIP”** emphasizes the importance of carefully evaluating the market, identifying viable buying opportunities, anticipating potential problems and costs, and developing an overall strategic plan. Before making any real estate investment decision, Davis and Villani strongly recommend each potential flipper evaluate the current local market environment and then consider which opportunities present the best profit potential. They also encourage prospective flippers to follow four key indicators before making any buying decision: mortgage rate trends, seasonal buying cycles, time on the market for all houses in a given neighborhood, and current and planned city/area developments.

“For the average real estate investor to succeed, they’ve got to know when to buy and when to walk away,” says Davis. “Like with any sound investment, investors first must do their homework.”

**“FLIP”** is available in bookstores and at [www.homefixers.com](http://www.homefixers.com).