

Investing In Real Estate

Turning Up The Volume On The Home Rehab Trend



Owners of rehab businesses are transforming ugly houses to help first-time homebuyers realize their dream of homeownership.

(NAPSA)—For some, a home in need of repair and rehabilitation represents a chance to become a first-time homebuyer.

However, for others, such a home represents a business opportunity in the growing \$130 billion home remodeling industry. Experts say rehabbers often help first-time homebuyers realize their dream of owning a home in a market full of skyrocketing prices.

Now, thanks to a franchise operation that buys houses in volume, some believe it may be possible to have a positive effect on the homeownership trend and turn a profit at the same time.

Through a national franchise chain called HomeVestors of America, existing single-family homes are purchased, rehabbed and sold for a profit, often to first-time homeowners, many of whom can't find similar home prices available through conventional real estate channels.

Franchisees buy homes in large quantities that need the kind of fixing up that existing homeown-

ers don't want to tackle and that first-time homebuyers don't want to inherit. In 2004, franchisees contracted to buy more than 6,000 run-down houses across the country, eliminating those remodeling headaches for many.

Unlike independent real estate investors, the company has built its brand and its collective buying power through franchising.

Today, with more than 250 locations, a multimillion-dollar advertising campaign, business training and home financing support, it has also established a reputation for being a legitimate and reputable home rehab chain that a consumer can trust when selling or buying a home.

Its business plan calls for growing its network to 600-plus locations and buying even more houses.

To learn more about turning ugly houses into a new business and to receive a free copy of the "Franchise Pre-Investment Checklist," call 1-888-495-5220 or visit www.HomeVestors.com.