



Realty, LLC



ANGELA WILFORD FLIP TIPS

- 10 Today's buyers are savvy! If you are charging FULL RETAIL for your flipped real estate property, it must be mechanically sound and look great! The floorplan should have a nice open flow and the kitchens and baths must be totally updated to retail grade, not rental grade. The house's exterior should reflect the updates on the interior with nice landscaping and eye-popping curb appeal.
- 9 Respond (and not react) to the inevitable bumps in the road when real estate flipping. Know that things WILL go wrong. It is how you react to those things that go wrong that count when real estate flipping.
- 8 Find someone who is experiencing success right now in real estate flipping, find out what they are doing and then do it.
- 7 The way to make the best profit on any real estate deal is on your way INTO the deal. If the seller won't sell at the price you need for your desired profit, walk away.
- 6 If you sit on your assets and wait for the time to be "right", you will never own any real estate.
- 5 There is always something to be learned in real estate flipping/investing. Continue your education. Take a real estate flipping class or seminar from someone who has been in the business for a long time AND someone who has been successful in 2 different towns.
- 4 Curb appeal is everything!!! As a rule of thumb, be prepared to allot 8-10% of your real estate flip budget for landscaping. If you're going to spend \$50k on your renovations, then you better plan on \$5k for landscaping. If you follow this rule, you can usually expect a 2-2 1/2 times return on your real estate investment. Trust me, I have seen the same level of renovations on similar homes while the one with the pretty lawn sold quickly....the other sat on the market.
- 3 Go Green!!! Whenever possible, use fresh sod lawns. Nothing makes a yard look better than a newly laid sod lawn.. If your landscaping budget is limited, I suggest you put it all into the sod. You can get the most bang for your buck and the overall appearance will stand out above the rest.
- 2 Size Matters! Make sure when you choose your plants that you know what the growth habit is for each plant. You do not want to put a plant that grows 10 feet tall in front of a plant that grows only 2 feet.
- 1 Keep it Simple! I cannot emphasize enough to keep it simple. Don't go overboard on your landscape designs. Simple, clean and green is usually best.



