

How to Find a Great Investment Opportunity

1 Define Your Goals and Strategy

- Your short and long term financial goals
- Your attitude towards risk
- Flipping, Buying Holding, or Wholesaling
- Turnkey partner or Do It Yourself
- Make it personal
- Plan to make it happen

Resource

Visit: [Real Estate Investor Strategy Roadmap](#) if you missed it or jumped ahead to this section.

Helpful Hint

It's OK to just be looking for a great turnkey deal anywhere or a local fixer-upper.

2 Select a Location

- Favorable rent to purchase price ratio
- Follow big redevelopment dollars
- Proximity to Colleges and Big Employers
- Foreclosure state rules
- Stable employment
- Use consistent criteria
- Discover lifestyle attractions

Resource

Check out: [10 Tips for Selecting a Location](#), or check out some of our [Market Reports](#) for inspiration.

Helpful Hint

It's OK to be unclear. We share where to look for foreclosures, list Judicial states where they are still available.

Blueprint for Locating THE BEST Deals

4 Execute Your Search Tactics

- Online
- Free Advertising
- Ugly Duck Hunting
- Beating the Street
- The Hustle
- Networking
- Auctions

Resource

Select from our: [30 Tactics to find a Great Investment Property](#)

Helpful Hint

Pick 3 tactics that fit your skills and available time. Give yourself a weekend to see if you can find a handful of properties that meet your financial goals and deserve some diligence.

3 Know Where to Look

- Get educated on your options
- Auctions
- Online resources
- Turnkey Providers
- REO's
- Public Records

Resource

Check out: [Knowing Where to Look](#)

Helpful Hint

Spend a few hours with these options to get familiar with the information and language used. Don't pull the trigger on any offers just yet!