

# Real Estate Investing for Really Smart People!

Something tells me you're just ... well ... *smarter* than most people looking to buy an investment property.

You're not interested in lame "little-to-no" equity deals from your Realtor. You want to steal a home at 1/2 of its value. You're looking for a house you can fix, flip, or rent out, and you want to make sure that you get an awesome value for your hard-earned money.

You don't have to be an Einstein to invest in this market, you just have to know what you want, and you want a great deal! This real estate market is one of the hottest markets out there if you are a buyer. The sellers are very eager to sell you their property, making it ideal for you to buy really low, often way below the market value.

So if you want to invest in this market, this is your guide to buying and investing in real estate with minimum risk. Plus, get the basics of investing that will help you through maximizing your money and making sure you are making sound investments. Do not miss this if you are new to the world of investing! Also, find out if you really need to work with other real estate investors in your quest for very cheap properties.

## I. Introduction

Are you considering putting your money in a worthwhile investment? No matter what your reasons are, including saving up for your future or expanding your wealth, investing your money is without a doubt a one of the best decisions you will ever make.

When you are investing your money, you should be aware that there are no guarantees on the actual returns of your investment. What that means is that unlike saving your money in the bank, you cannot tell how much money you will have in the future. It will either be more or less than your original investment.

Why is that? There are many things that will affect your chances, including the economy.

However, there are many things that you can do in order to minimize your risk when investing your money.

Here are some of these ways:

## **Diversify**

Intelligent investing is partly about not putting your money into one basket. This strategy is a staple among investors because it spreads out your risk, thereby minimizing it. In other words, you do not risk losing all of your money just in case one of your investments turns bad.

## **Choose Your Investments Wisely**

Of course, when you are putting your money into something, you need to be assured that you are making a wise investment. You can do that by doing your research before investing your money into a particular company or market. Analyze trends and see what the market is up to. Also, the decisions that a company makes often tells you if putting your money in them is a good decision or not.

## **Work with Reputable Companies**

This part is closely related with the previous one we mentioned. Once again, look at a particular company's track record. The longer they have been in the business, the better. This is especially the case in very competitive markets wherein only the best survive.

## **Buy Low, Sell High**

This is another investment staple. Of course you want to buy low because you want to maximize your money. However, also make sure that you are making a wise investment because naturally, you lose your money if you find yourself in a bad investment. On the other hand, a wise investment has better chances of appreciating at a later time, which gives you a handsome profit off your investment.

There are many ways by which you can minimize the risk in your investment. However, the ones that we put on the list have already proven themselves over the years, which is why they are worth remembering when you are considering investing your money. Combine these considerations and you will be able to protect your investment, especially if you are in it for the long run.

## **II. Investing in the Real Estate Market**

We have already established that you want to make your money grow or secure your future by investing your money. We also mentioned earlier that to increase your chances of success, you must invest your money wisely.

This real estate market is currently one of the hottest markets that you should look into if you want to invest. Sounds absurd? After all, people are having a difficult time selling their homes nowadays, so why would you jump into the chaos of real estate?

You should keep in mind that you are here as a buyer, not a seller. Today's real estate market favors the buyers, so you really should look into it. The conditions are currently right for you to make money as a real estate buyer.

### **The real estate market is currently a buyer's market.**

What does this mean?

It is a condition that favors buyers. The reason for this is that sellers are having a hard time selling their houses. Because of that, the situation enables buyers like you to be very choosy when it comes to picking investments and it also enables buyers to buy low.

The sellers we are talking about here are very eager to sell their homes, which is good news to buyers like you. These are sellers who are frustrated about not being able to sell their properties after months of trying to do it.

That is where you come into the picture.

You can maximize your money even more in this situation. You can buy low right now, and then sell them high once the seller's market picks up again.

It is that simple.

Okay, you have the money, you can then choose to buy and sell properties on your own that way. However, you might also want to consider having somebody to work on your behalf.

Why would you do that?

If you could invest your money with as little work as possible, would you do that? Of course you would.

The thing is that looking for hot properties that you can acquire for less than the market value can be hard work. You need to be able to sniff them out before other buyers do. This could mean a lot of work for you especially if you are already busy with other ventures, such as your work and things you need to do back home.

Investing is all about making your money work for you. It is making your money work for you even if you are sleeping. Having somebody else do the bulk of the investment work for you will therefore be welcome.

However, that is not the only advantage of having somebody handle the dirty work for you.

We will tell you more about these advantages in the following section.

### **III. The Advantages of Working with Investment Companies**

In the previous section, we talked about investing in the real estate market as a buyer. The current economic conditions are right to enable you to buy properties for under their market value.

The only problem is that looking for hot properties that you can buy cheaply can mean a lot of work to you. That is where working with real estate investors will be to your advantage.

There are many advantages to doing this. These advantages include:

#### **Saving You Time**

Just like anything that can provide great returns, investing also requires hard work from you.

First of all, you need to be familiar with the market.

And, unless you have been investing in real estate for a long time, then chances are that you will have to do a lot of research first to find out where to put your money.

On the other hand, working with real estate investors enables you to use their experience to your advantage. Real estate investors are specialists, they live and breathe the world of real estate. Because of that, you can expect them to be very familiar with the current trends in the market, which helps you minimize the time you spend researching.

Another thing is that looking for hot properties also takes time. Real estate investors already have channels that enable them to do this with little effort. They have an extensive marketing strategy to do this, which includes advertisements on magazines, newspapers and the internet. They also employ direct mail strategies in order to reach the right people.

Speaking of connections, it also helps if your partners know people in banks. These are people who can provide your partners with leads on the choicest sellers looking to sell hot properties that you will not find anywhere else.

With a fantastic marketing strategy, you can be sure that you and your partners will be the first one that sellers will contact if they are looking to sell their properties. This is why you need to work with a company that has all the bases covered, including traditional media (newspapers, magazines, radio) and new ones such as search engine optimization, websites and the like.

As for direct mail strategies, these companies are experienced enough to target those who are really keen on selling off their property. The target includes absentee owners, divorcees, people who are facing eviction, and those who have free and clear properties (i.e. properties without issues whatsoever).

## **Saving You Money**

When investing, you want to maximize every cent that you are putting out. In today's buyer's market, you can maximize your money even further because people are more

eager to get their property sold right away.

That is good news for you of course.

Once again, looking for these people who want to sell their properties right away can be difficult if you do not have the experience or the network to pull it off. It is not as if you can just knock on other people's doors and ask if they are selling their property. Why would you do that if you can reverse the situation and instead have them knocking at your own door, calling your own number, or emailing you at your own email address?

You want these kind of sellers because they just want to get over their difficulty of getting their property sold. They are the ones who can give you the property that you want for under the market value.

This is where the marketing expertise of real estate investors also comes in handy. Again, they have the contacts already so you no longer need to wage a marketing campaign on your own. Their experience enables you to wage a campaign that is well-targeted thereby maximizing your money even further.

The easiest way to get to these eager sellers is to partner with companies who have the contacts, the network, and the machinery to do that for you. It is simply easier and more cost effective that way.

The advantages are obvious enough. If you really want to make your money work for you, it helps to partner with people who have the experience in investing in the real estate market.

Doing so saves you both time and money.

#### **IV. Summary**

To sum it up, the conditions in today's real estate market provide you with the opportunity to buy low today and sell

high later. There are simply a lot of sellers out there who are having trouble selling off their properties. Come into the picture and they will be more than willing to sell you their properties for under the market value.

It is a great idea but it can be difficult to pull off if you are working alone. Looking for these sellers is hard work especially if you do not know how to look or where to look for them.

That is where real estate investors come in. They can lend you their expertise in order to find these sellers right away without you having to do all the research and the marketing work. With partners such as this, you have all the hard work done for you. You can then proceed doing what you do best, that is buying properties. You save time and money that way.

Happy Investing!

The NC Discount Properties team  
<http://www.NCDiscountProperties.com>