

FLIPPING HOUSES 101 eBook SERIES

The Fun of Fix and Flip Investing

Enriching your house flipping
ventures while amplifying your
business's success.



PART
6



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Introduction

House flipping, or fix and flip investing, typically refers to buyers who purchase distressed properties, fix them up, and then resell them for a profit. If you're just starting in fix and flip, you probably realize there's much to learn, and the process may seem overwhelming.

If you're a seasoned investor, you know that in this business, you can never stop learning tips, tricks and strategies that can lend to maximized success.

Fix and Flip

Since the height of the housing crisis in 2009, the house-flipping market has experienced steady growth. In 2022, 114,706 single-family properties in the US were flipped in the first quarter alone—representing 9.6% of all home sales, or 1 in 10 transactions¹.

House flipping has also been popularized – and somewhat sensationalized – by reality television shows such as Flip or Flop, Flip This House, Property Brothers, and others, attracting tens of thousands of new investors to the space. But, unlike what you might see on TV, buying and flipping properties isn't as easy or straightforward as it appears.

About this eBook

Flipping Houses 101 is a series of eBooks that cover the “6 Fs”—**F**ind, **F**inance, **F**ix, **F**ill, **F**lip, and **F**un—of flipping houses. In this eBook, we examine part six—**FUN**—and learn some tips and tricks for selling your flipped property.

¹ ATTOM Staff, “Home Flipping Remains Up In 2022 Across U.S. But Gross Profits Fall To Another Low” ATTOM, March 23, 2023, <https://www.attomdata.com/news/market-trends/flipping/attom-year-end-2022-u-s-home-flipping-report>.

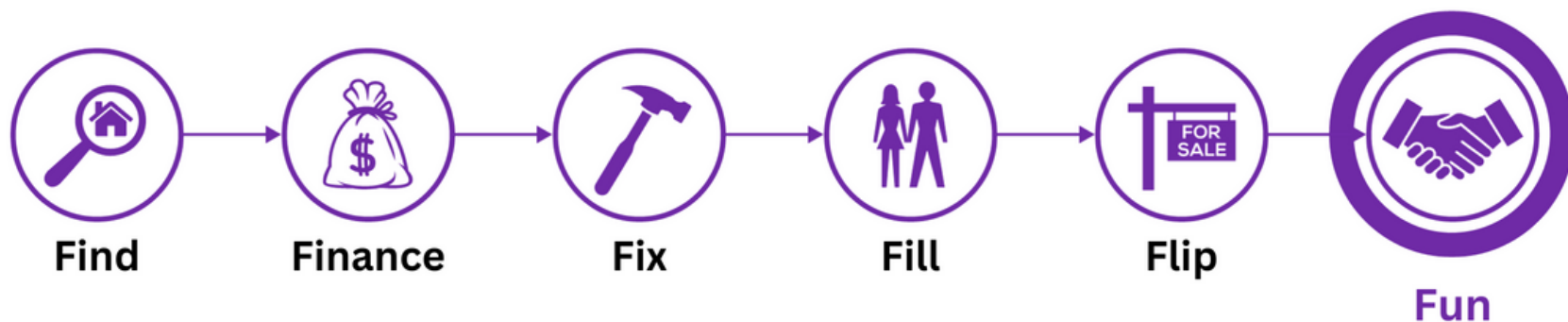
Part 6: Fun

Having Fun While Building Your Real Estate Brand

We've taken you on a journey through the first 5 steps it takes to flip a house: Find, Finance, Fix, Fill, and Flip. We've walked you through sourcing a new property, buying it, sprucing it up, finding tenants, and exiting the investment at a profit.

No one wants to do a job they don't enjoy. So, in this final section, we'll walk through how to build a real estate brand through your flips—and how to have fun while doing it. Let's begin!

- **Building your brand**
- **Embracing the network and learning from the**
- **best Building communities**



Building Your Brand

Scaling your flipping business entails more than just flipping more houses per year. A strong house-flipping business should also feature a strong brand, just like any other business or corporation. Building a real estate brand will help you stand out and leave your mark on a neighborhood and add to your business's value.

The more people who know who you are, what you do, and what you stand for, the more likely you'll earn referrals and get access to deals before they hit the market.

What do you want your rehabbed properties to be known for? Specific colors, styles, and design themes can distinguish your properties from others in the neighborhood and from other flippers in the area. For example, one 1st Truitt Financial flipper permanently installed granite countertops and finished his rehabs with a red door on all of his properties.

A brand is more than just aesthetic, too. If you commit to a high standard of work, such as ensuring top-notch electrical work, plumbing, HVAC, etc., that red door will hold more significant meaning, becoming a symbol of quality in every way. And this will help increase the sale price and, in turn, make you more money!



Steps for Building Your Brand

1 Size Up Your Competition

Gain exclusivity by evaluating your competition. Assessing current brands in the market will help you to ensure that your branding is unique and won't be confused with that of your competitors. Avoiding giving the impression that you are copying another brand will also help with your credibility.

2 Define Your Brand

Defining who you are and what you stand for includes your mission statement and core values, which are usually defined in your real estate business plan. Your brand is also defined by the demographic you are trying to reach, advantages you have over the competition. And how you want potential customers to view your business.

3 Create Your Brand

Generally, creating your brand not only includes the essentials like a logo and a slogan but also creating an online presence, including a website with social media channels. Also included is building a list of buyers and sellers who may be interested in your services.

4 Deliver Your Brand

This will generally include attending an assortment of networking events and local real estate meetings. A majority of it will also include expressing your brand through your website, social media and blogging. Direct-mail campaigns can also be used to deliver your brand to potential customers.

Network & Learn From the Best

Getting Started with Networking

There's a solid nationwide community of real estate investors who network and share knowledge online and in person. Many of our customers have shared that these networking events and online forums are the most valuable resources to access, especially when starting out. Engaging with these communities is a fun way to learn industry tips and tricks, find people to work with (recommended contractor teams, title and insurance companies, etc.), and generally become a more well-rounded house flipper.

Grow Your Network as You Grow Your Business

If you aren't just getting started and are ready to up your game and scale your business, a real estate investing mastermind can be a powerful accelerator in your business.

Typically, a real estate mastermind is geared toward active investors and meets multiple times a year. These meetings involve networking over hallway conversations, dinners, breaks, etc. Presentations are usually included that share challenges and new strategies so the group can grow together. Outside these meetings, members often meet up individually or chat online to continue their growth.

Some masterminds require an investor to have a minimum number of deals per year to qualify. This is to ensure that all members are like-minded and at the same level or higher, with the goal that members can learn from others who have been in the same boat. Some masterminds also limit the number of members they have in each market. This is to restrict the sharing of secrets with direct competition.

There's also usually a cost involved in becoming a member, which varies from mastermind to mastermind. But, some masterminds will let you attend on a trial basis to meet the group and see if it fits with you and your business.

Building Communities

Across the US, there's a strong need for renovating the aged housing stock. As housing ages, issues with efficiency and functionality come into play, threatening neighborhood stability and putting homeowners and renters in vulnerable positions.

Housing provides the bedrock for safe, stable, and long-lasting communities. However, not all available housing is equal. There's a big difference between a newer home designed with modern life in mind and an aging home that no longer meets today's owner or renter needs.

As a real estate investor, you are uniquely positioned to revitalize whole communities through your work, making key upgrades for homeowners to enjoy a modern standard of living. 65% of American homes are over 30 years old—this translates to a growing remodeling market. As the demand for move-in ready homes grows, you're needed more than ever.

Did You Know?

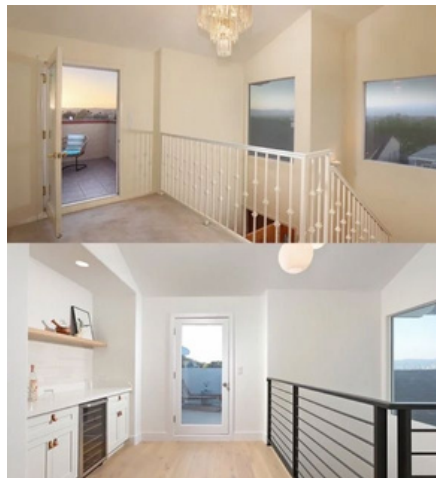
Owner-occupied homes are a median age of 39 years old and are worth an estimated \$25 trillion. This is a decline—in 2005, the median age was just 31. Plus, the age has nearly doubled since 1985, when the median age was just 23 years!¹



¹US Census Bureau, "American Community Survey (ACS)," Census.gov, December 15, 2021, <https://www.census.gov/programs-surveys/acs>.

What's more fun than making a difference? You have an integral role in revitalizing those neighborhoods and delivering move-in-ready homes for families across the country.

Case in point—check out these before and after photos from California real estate investor and 1st Truitt Financial customer, Garri Tigranyan, along with his investor partner Sergio Itturios, runs CashNvestors, a successful real estate business. This aged home in Los Angeles, CA was built in 1953—it's hard to tell with all the beautiful, modern upgrades.



Quick Property

Stats:
Layout: 1 BD / 3 BR, 2,786 sq.ft.
Date Built: 1953
Purchase Price: \$1,260,000
Estimated Rehab Costs: \$250,000
Sale Amount: \$1,910,000
Property Acquired: April 2021
Property Sold: October 2021

Conclusion

Congratulations on reaching the final installment of our Flipping Houses 101 eBook series, “The Fun of Fix and Flip Investing: Enriching your house flipping ventures while amplifying your business’s success.” Throughout this series, we have taken you on a comprehensive journey, equipping you with the knowledge and tools to excel in the world of house flipping.

This eBook explored the exciting aspects of enjoying the process and expanding your business. We highlighted the importance of finding joy and fulfillment in your house-flipping ventures and strategies to scale your business for long-term success. From leveraging technology and automation to building a reliable network of professionals, you now have the keys to take your house-flipping endeavors to new heights.

We hope this series has provided valuable insights, practical techniques, and inspiration to fuel your real estate investment journey. Remember, house flipping is not only about the financial gains but also the satisfaction of transforming properties, revitalizing neighborhoods, and creating opportunities for yourself and others.

As you embark on your future house-flipping projects, we encourage you to stay connected with the 1st Truitt Financial community. Our team is here to provide ongoing support, resources, and financing solutions tailored to your unique needs. Together, we can continue to make a positive impact in the real estate investment industry.

Thank you for choosing 1st Truitt Financial as your trusted partner in your house-flipping endeavors. We wish you continued success, fulfillment, and countless exciting adventures in fix-and-flip investing.





Since 2013, we've believed that real estate investors could benefit from the power of modern technology and tailored industry expertise. In just a few years, we've built an industry-leading team and a powerful technology platform that delivers flexibility, speed, and simplicity that our customers rely on.

Together, we've funded more than **\$16+ billion** in loans, unlocked **\$4.1+ billion** of value for real estate investors to help them scale their business, and completed over **65,000 projects**.

As we look to our future, we're committed to helping real estate investors revitalize the approximately \$25 trillion worth of aged U.S. housing stock to provide move-in ready homes and rental housing for millions of Americans across the country.

Ready to Get Started?

1st Truitt Financial's advanced tech platform removes many traditional barriers, automates time-consuming manual steps, and provides quick approvals and true transparency throughout the entire process. We provide robust backing with expert guidance for both new investors as well as seasoned professionals.



Fix and Flip / Bridge Loans

Short-term financing for purchasing and rehabbing investment properties with high leverage, competitive terms, and fast closings.

[Learn More](#)



DSCR Rental Loans

Flexible term lengths, low rates, and easy processes to maximize monthly rental income allow you to enjoy the benefits of property appreciation.

[Learn More](#)



Rental Portfolio Loans

Consolidate 5+ properties under one low monthly payment and customizable loan to make managing your growing portfolio easy.

[Learn More](#)

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