



get in touch with your
inner real estate investor

*Discover what type of
real estate investor you
are with this quick quiz!*

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When most people think of real estate investors, they picture an extremely wealthy individual purchasing a large vacation or resort property. However, the actual portrait of a typical investor is much different! According to the National Association of Realtors survey of investors, almost 50% had incomes between \$45,000 and \$100,000, and most investors purchased properties close to their primary residence.

The fact is, individuals from a variety of backgrounds, income levels, and experience choose to invest in real estate for its wealth-building cash flow and financial stability, and they invest for different reasons.

What kind of investor are you? What investment makes the most sense for you? Take this quick, easy quiz to help you identify your Real Estate Investor Profile and get more clarity on how you should approach real estate investing so you can achieve your financial goals.

Let's get started!

Quiz

1. What's your motivation for investing in real estate?
 - a) I want to add a new stream of income and wealth generation.
 - b) I want to move but still earn money on the property I already own.
 - c) Real estate is part of my overall financial plan.
 - d) Real estate makes up a significant part of my income, and is essential to my long-term investment plan.
 - e) To repair and improve properties and make a profit in the resale.
2. Which best describes your comfort level with real estate:
 - a) I am considering purchasing my first property, or I own my first home.
 - b) I am considering renting out my current residence.
 - c) I own at least one investment property.
 - d) I own several investment properties.
 - e) I'm comfortable buying real estate, and know how to repair a home to increase its value.



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3. Have you purchased an investment property. If so, how often do you look to invest in additional properties?
 - a) Haven't purchased an investment property.
 - b) Maybe my current home could become an investment property?
 - c) One property every 1-3 years.
 - d) One or more properties a year.
 - e) As often as possible!

4. Which best describes the most important thing you look for in an investment property:
 - a) A desirable area, minimal repairs and consistent money over time.
 - b) I'd like to rent out my own home and move someplace new.
 - c) Good return on investment, good price, willing to take on some repairs.
 - d) Best potential return on investment, regardless of property condition or area.
 - e) A fixer-upper I can repair and resell quickly for profit.

5. When looking at properties, you would like to know...
 - a) The basics—how will this make me money, and how much will it make me?
 - b) The potential returns on my current house in the rental market.
 - c) A thorough property and market area evaluation.
 - d) Everything. CAP rate, cash-on-cash return, vacancy rates, rent ranges, repairs needed, etc.
 - e) After repair value, repair estimates, days on market estimate, and a summary of the neighborhood.

Now, review each answer, and using the respective boxes below, make one tally mark for each "a" answer, one for each "b", and so on. Once you've finished, add them up. Find the letter with the highest score and then match that letter to the investor type listed below.

A	B	C	D	E



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A: First-Time Investor

As a First-Time Investor, you are brand-new to investing in real estate. You've done some research, but may be wary of taking the leap on your first transaction. For your first investment property, you to minimize risk. Focus on properties in good condition in desirable areas. These properties may cost more, lowering your potential return, but they will require less maintenance and know-how, and are the perfect place to start for your first property.

A knowledgeable real estate agent can show you the properties best for you, as well as help guide you through the process of purchasing your first investment property.

B: Move-Up Investor

As a Move-Up Investor, you are looking to move "up-and-out" of your primary residence, and turn your current property into an investment property. With this investment strategy, you purchase a new home to live in. Then, rather than sell the home you currently own, you rent it. Your tenant pays rent, which in turn helps you build equity and cash flow. This is a viable strategy that many never consider, but it can be an incredible wealth building opportunity.

As a Move-Up Investor, you should begin by researching the potential your current home has in the rental market. Unlike the other investors, you'll want to look at properties based on the criteria you'd like in your new home! If you're unsure of where to begin, try contacting a real estate agent with knowledge of the area and experience in investment properties.

C: Portfolio Investor

As a Portfolio Investor, you own investment property already. You are typically conservative with your investments, but understand the benefits of real estate and have incorporated it into your long-term investment plan.

When it comes to finding a property, you always have an eye out for a good bargain. You have defined investment goals, and you likely have your own set of "personal formulas" for evaluating properties. If you own multiple investment properties, you may want to consider diversifying your real estate portfolio for risk mitigation. Try a variety of property types, including single-family detached, condos, 2-4 residential, and townhouses.



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D: Performance Investor

As a Performance Investor, you likely understand the value of large cash-flow real estate portfolios, and you are looking to buy investment properties as often as you can.

You have experience with most kinds of residential properties in your area. Given the extent of your experience, you might consider a wide array of properties, including:

- Resort Rentals
- Duplexes, triplexes, and fourplexes
- Apartment buildings
- Industrial warehouses
- Vacant commercial

E: Rehab & Resell Investor

As a Rehab & Resell Investor (sometimes called a flipper, or fix and flip) you purchase properties for rapid improvements and quick, profitable sale. You play an integral role in the real estate market, as in most markets there is no shortage of properties that need to be repaired and returned to market.

Arguably the most experienced of the investor profiles, you have a defined tolerance level for what you will and will not take in a rehab. You will want to purchase a property at a maximum of 70% After Repair Value less repairs. Find a real estate agent that can provide you with a steady stream of potential deals, and consider short sales and foreclosure auctions as well.

No matter what your investor profile, I can help you find the right deal for you!

While the real estate market has recovered significantly in recent years and cut-rate deals are harder to find, there are still plenty of great investment options out there.

No matter what kind of property you are looking for, I can help you find the perfect property for your needs and experience level. As a Certified Investor Agent Specialist® (CIAS) designated agent, I have spent considerable time studying real estate investment and have a keen understanding of different investors' specific needs. Together with my team of experts, we will help to ensure the stability and returns of your investment.

Contact me today to learn about investing in real estate or to discuss the criteria you're looking for in a deal!

