



# Flip – 3 Different Buyers

RESULT



Week 49

This week you learned about the 3 main ways to make money flipping houses depending on who the buyer is. When flipping a property, there are three possible buyers:

## 1. Flip to an investor

When flipping to an investor, you can flip on a wholesale level (as discussed in the video) or you can flip to an investor looking for a turnkey investment property. If your buyer is an investor looking to hold the property, you'll need to renovate the property to make it durable (laminated flooring, ceramic tiles, updated kitchen waterproofing, two units, etc.) and consider having qualified tenants and quality leases in place.



## 2. Flip to a homebuyer

When flipping to a homebuyer, you're selling a home that a family will fall in love with. When renovating the property, you'll put in higher-end finishes that long-term primary owners will be looking for (quartz/granite countertops, hardwood flooring, updated kitchens and bathrooms, no income suite, etc.). Curb appeal is usually important for homebuyers. Flowers and landscaping go a long way to enhance the first impression and create that warm feeling when they pull into the driveway.

## 3. Flip to Yourself

A final option is to Flip to Yourself, which essentially means you are actively improving a property and then refinancing and holding. When using this strategy, you are combining a Flip with a Buy and Hold that enables you to access active and passive appreciation repeatedly. This strategy will be discussed in more detail in **Module 4, Lesson 10**. If you plan to Flip to Yourself, then you know what type of property you're looking for that would be ideal as a long-term Buy and Hold.

### Which strategy should you use next?

Depending on who your ideal buyer is, how would this affect your purchase? Your strategy? Your exit?

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