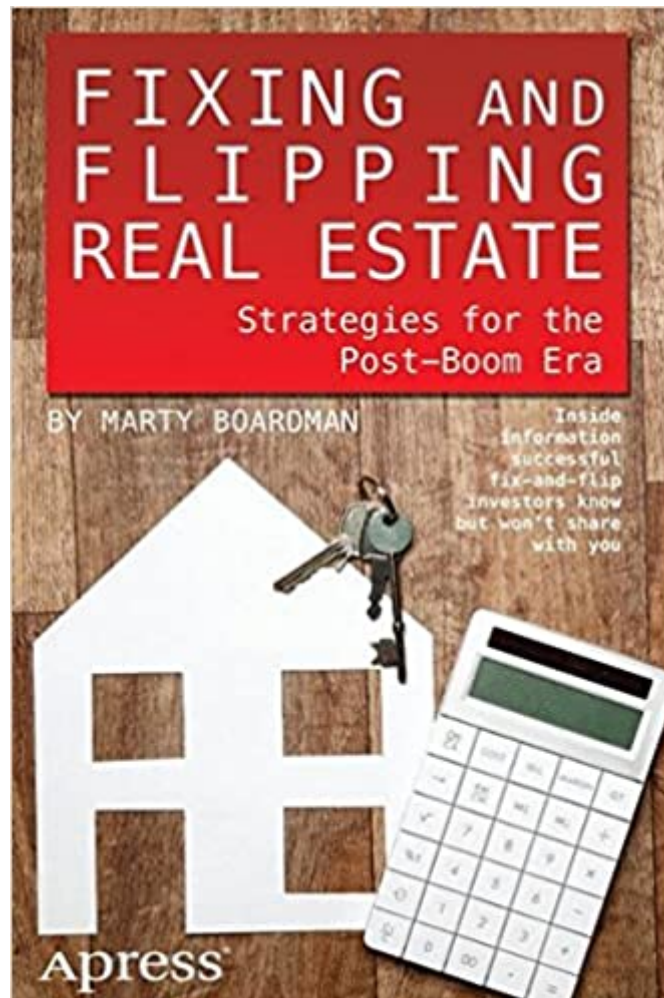




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# Fixing And Flipping Real Estate: Strategies For The Post-Boom Era



## Synopsis

Let's face it: fixing and flipping houses is sexy. Who doesn't love the idea of buying a rundown, mold-infested shack and transforming it into someone's dream home for massive profits? Reality TV shows make it look so easy. A little paint here, some new kitchen cabinets there, and presto! The house is sold for big bucks and everyone lives happily ever after. If only it were that simple. Fixing and flipping houses is a business. In order for a business to survive, prosper, and grow, systems must be put in place. *Fixing and Flipping Real Estate: Strategies for the Post-Boom Era* is a book that breaks down the four essential components of a fix-and-flip business, giving you the building blocks to efficiently buy and sell 1 to 20 properties a month in today's post-boom era housing market. You'll learn about each of the boxes: *Acquisition* How to find and buy a profitable real estate deal. *Rehabbing* How to systematically remodel a house and how not to underimprove, or overimprove, your property. *Sales* How to sell your flip for the highest possible price in the shortest possible time. *Raising Capital* How to get the capital you need to grow your business, including using other people's money, for your real estate deals without getting sued or going to jail. In the post-real estate boom era, fixing and flipping is again a solid business--especially in the "sand" states: Arizona, California, Nevada, Texas, and Florida, among others. It's also a good bet in states as diverse as North Carolina and Washington State. And with the real estate market projected to bottom out nationally in 2012 (this time for real), there are plenty of houses to be renovated and plenty of money to be made by the enterprising in all fifty states. This book shows real estate investors everything they need to know to get started fixing and reselling houses either as a substantial sideline or a full-on business.

## Book Information

Paperback: 240 pages

Publisher: Apress; 1st ed. edition (December 14, 2012)

Language: English

ISBN-10: 1430246448

ISBN-13: 978-1430246442

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 15 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 34 customer reviews

Best Sellers Rank: #320,184 in Books (See Top 100 in Books) #111 in Books > Textbooks >

Business & Finance > Real Estate #250 in [Books > Textbooks > Business & Finance > Entrepreneurship](#) #310 in [Books > Business & Money > Real Estate > Buying & Selling Homes](#)

## Customer Reviews

Marty Boardman is the owner and Chief Financial Officer of Rising Sun Capital Group, LLC, a private real estate investment firm in Gilbert, Arizona. His company fixes and flips houses throughout the greater-Phoenix metro housing market. He's been the principal in over 250 single-family residential real estate transactions since 2002, and in more than 65 since the housing market crash of 2008. Marty is also an accredited instructor for the Arizona Department of Real Estate and a national contributor to BiggerPockets.com, an online real estate investment magazine. His real estate investing articles have been published on AOL Real Estate and Realtor.com. He is a presenter at conferences devoted to real estate investment. He blogs at [flippingphoenixhouses.com](http://flippingphoenixhouses.com).

I found this book from Marty Boardman's articles on BiggerPockets.com. I enjoyed his stories, humor, and real world knowledge. If you're new to real estate, you should check out biggerpockets and Marty's blog. Some of his posts there are in this book, so it's a good way to know if you'll enjoy the book. Marty breaks Rehabbing into four boxes, or categories: Acquisition, Rehab, Sales, and Raising Capital. Each of these categories has examples, stories, mistakes, and the nitty-gritty details you need to succeed in rehabbing. He doesn't hold anything back or try to sell you a \$400 course or coaching seminar at the end like so many others in this industry. I now feel confident that I understand the process and steps it takes to rehab a property in this post-boom market. To be honest it's a lot of hard work and this book takes the glamour out of it. If you're looking for the sexiness of fixing and flipping, stick to reality TV and keep telling yourself "that looks easy, I could do that." It's not, and this book helps you understand upfront exactly what you're getting yourself into.

I picked up this book after hearing an audio presentation of Marty Boardman then a podcast where he told his story and explained his "Four flipping boxes" approach. This book is great for investors of all levels, especially people like me who are just getting started and are looking for someone to explain the nuts and the bolts of flipping, without the extra fluff and salesmanship that you see in other programs. Definitely worth picking up - this book is especially great since it is tailored to flipping strategy after the 2008 market bust, very few books I've researched are as recent and relevant as

this one.

Marty Boardman came through with an excellent book on flipping real estate. There are so many books on this topic that are theoretical, providing plenty of motivation, ideas, and vague mottos but totally lacking any how-to substance. That isn't the case in this book. The author goes through the entire process, from early research and preparation, to finding properties and giving suggestions on what to look for and what to avoid, progressing through the purchase and repairs, and concluding with the eventual sale. He doesn't hide anything, this book bares it all on the table. Best of all, it is one of the few books on this subject written after 2008, so it covers newer technologies, research aides, and buying procedures. I've read a lot of real estate books and I'm comfortable saying this is one of the best you'll find if your goal is to start flipping properties.

The fixing and flipping of properties is correctly described as a business in here, it's not so much an investment strategy (although it's a good place to start building a portfolio of properties of course). I appreciated how the author explained how the business of flipping isn't so easy, you can't just go out and buy something, make a few trips to the home center and get rich. The markets are too savvy for that. You're likely to lose your shirt. I'm in the construction business and have been in and out of it since the early 1980's, so I know what he's talking about. Most people that got rich on real estate that I know in real life followed this plan: "Buy & Rent Foreclosures: 3 Million Net Worth, 22,000 Net Per Month, In 7 Years... You can too!" and often sold a lot of their rentals when the markets were screaming. So, that said, if you're looking to become a flipper, you'd better read this book (and probably some more like it) it's a tough gig.

I found about Marty through biggerpockets.com. If you are interested in real estate sign up. Perhaps the best free real estate resource website out there. After reading his post and website I was hooked. Marty actually teaches and doesn't hold back with his experience and gameplan. I love books that actually teach and I found what I was looking for in this manual. He systematizes rehabbing so even the newest investor can understand and follow. This book does not promise you anything. If you are lazy and want to get rich quick - look elsewhere. He teaches you that, with hard work and partnering with the right people, expanding your network you can be on your way to flipping houses and expanding your real estate empire. This book fills the niche within real estate education that has been sorely lacking - how to build and work a real system. Great read.

I absolutely loved this book - finished in a couple of days between classes at ASU. I was excited before even reading it because it was nice to find something on that was written for and after the housing bust. This book did not let me down - I'm a very systems oriented individual and I loved how Marty made his business plan very clear to the novice investor. He breaks down his business into 4 boxes - Acquisition, Rehab, Sales, and Raising Capital. I especially enjoyed the 'Raising Capital' section because this is a concept that most real estate books seem to ignore. In any business you need to raise money to truly realize your profit potential. He has some nice ideas on how to raise money that don't involve boasting of being a guru that will make someone a 300% return! And finally this book just felt real - he highlighted his struggles and how he bounced back to become even stronger. The way he conveys his thoughts shows he is a common man who really just went after it. It gives hope to me that I don't need to have a perfect IQ to be successful in real estate investing - just a strong work ethic, humble attitude, and willingness to learn more about the profession every day. Five Stars!

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