

## Marketing and Lead Gen

**I have my bandit signs made and the website running, but am having trouble picking out a good area to start investing in, in Portland OR, what advice do you have on choosing an area?**

When choosing an area to wholesale in, start by finding out what the median home price is for your area. For Portland it is \$230k. You will typically find the easiest to wholesale properties in the 70-110% range. Not that wholesaling houses in low income or rich areas is impossible, but it is harder because there are fewer buyers. Most of the houses in the 70-110% range will be clustered in to pockets around the city. Those are your target neighborhoods that will be easiest to wholesale in.

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