

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.

Unique solution ID: #1768

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Last update: 2016-07-19 20:26