



AREA

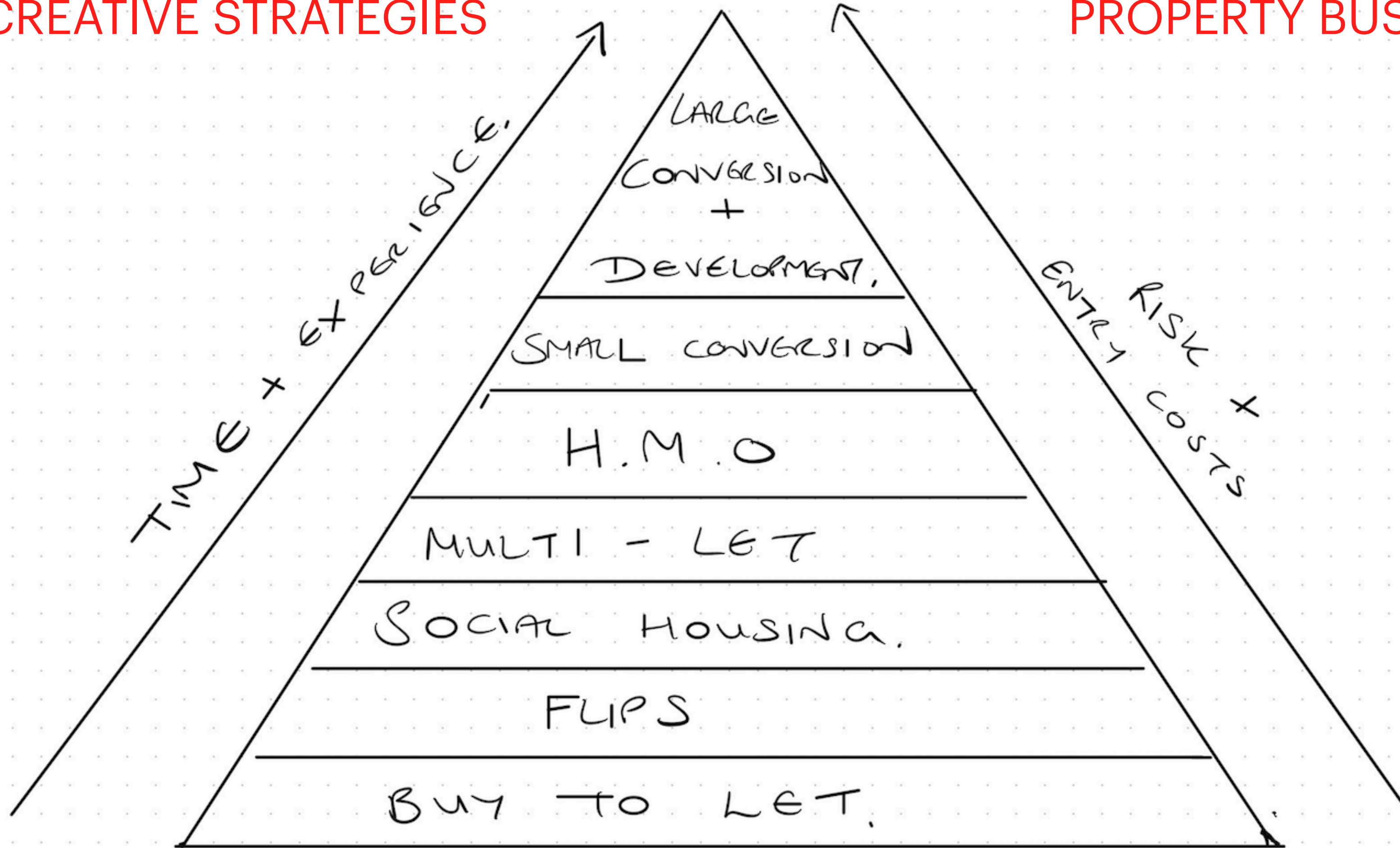
S > A > P

STRATEGY

PROPERTY

CREATIVE STRATEGIES

PROPERTY BUSINESS



"Passive"
vs
Active

Income
vs
Capital



TIME

E

T

C

EXPERIENCE

CAPITAL

AREA QUALIFICATION

10 > **5** > **3** > **1**

STRATEGY



10 Numbers first (cash flow / margin)

5 Deal Availability, Area Research

3 Visit, Speak to Agents, Get a Feel

1 Pick your one



When your strategy changes, so may your area.

If you have more than one strategy you may have more than one area.

The market may change in your area, so you need to adapt.

Become obsessed with the goals, but fluid with the method.

You can combine strategies (even in one area)



LET'S DIG DEEPER