

# THINGS TO CONSIDER WHEN **FIX AND FLIP INVESTING**



**BILL BYRD, REALTOR®**

# TABLE OF CONTENTS

## WHAT BUYERS WANT

- 3** | Fix N Flip
- 4** | How I Can Help You
- 5** | About Buyers
- 6** | Where Do Buyers Come From & Viewing Expectations

## GETTING READY FOR BUYERS

- 8** | How To Sell Fast
- 10** | Facts About Staging & Pricing Strategy
- 13** | Promoting Property

## WHY BILL IS UNIQUE

- 16** | Bill's Power Team to Sell Your Investment
- 21** | Bill's Credentials & Commitment



# Fix N Flip Philosophy

## WHATEVER YOU'RE LOOKING FOR, I CAN HELP

Fix-and-flip is the strategy of purchasing a property, renovating it, then selling it at a profit. Investors typically buy a property at a discount because of its condition. It might have lapsed into disrepair due to abandonment or because the current owner couldn't pay for the upkeep. Sometimes the property needs only some aesthetic updating but, more frequently, it requires major renovations. In some cases, it might not be legal to occupy the house until the investors can prove that they made certain repairs. After the investors fix up the property, the next step is to **sell it as quickly as possible and at as much of a profit as possible.**

Hi, I'm Bill, and I specialize in supporting investors to transact successful flips. I am certified in many areas of distressed real estate as well as am a top 1,000 nationwide real estate agent with RE/Max Gold, America's #1 real estate firm.

## WHAT I CAN DO FOR YOU

My goal is to partner with you to buy and sell your investment property as expeditiously as possible, and anyone who knows this business as well as I do, knows that it is important to partner with people like myself who have the inside track and resources to find fixes and sell flips quickly.

## MY FORMULA

After Repair Value of the Home You Can Sell For \$735,000  
Minimum Profit You Expect to Earn on the Flip (\$25,000)  
Closing Costs during the Purchase (\$5,000)  
Closing Costs during the Sale (\$5,000)  
Commissions to Real Estate Agent on the Sale (6%) (\$44,100)  
Holding Costs (Utilities, Loan Payments, Etc.) (\$10,000)  
Renovation Budget aka Rehab Cost (\$25,000)  
Buffer for surprises (\$25,000)  
Max Purchase Price You Should Offer \$600,000

**What is the 70% rule in house flipping? When determining the maximum price you should consider paying for a property, the 70% Rule of real estate investing dictates that you should pay no more than 70% of the after repair value (ARV), minus repair costs.**

I hope we can meet soon. Call me, anytime.

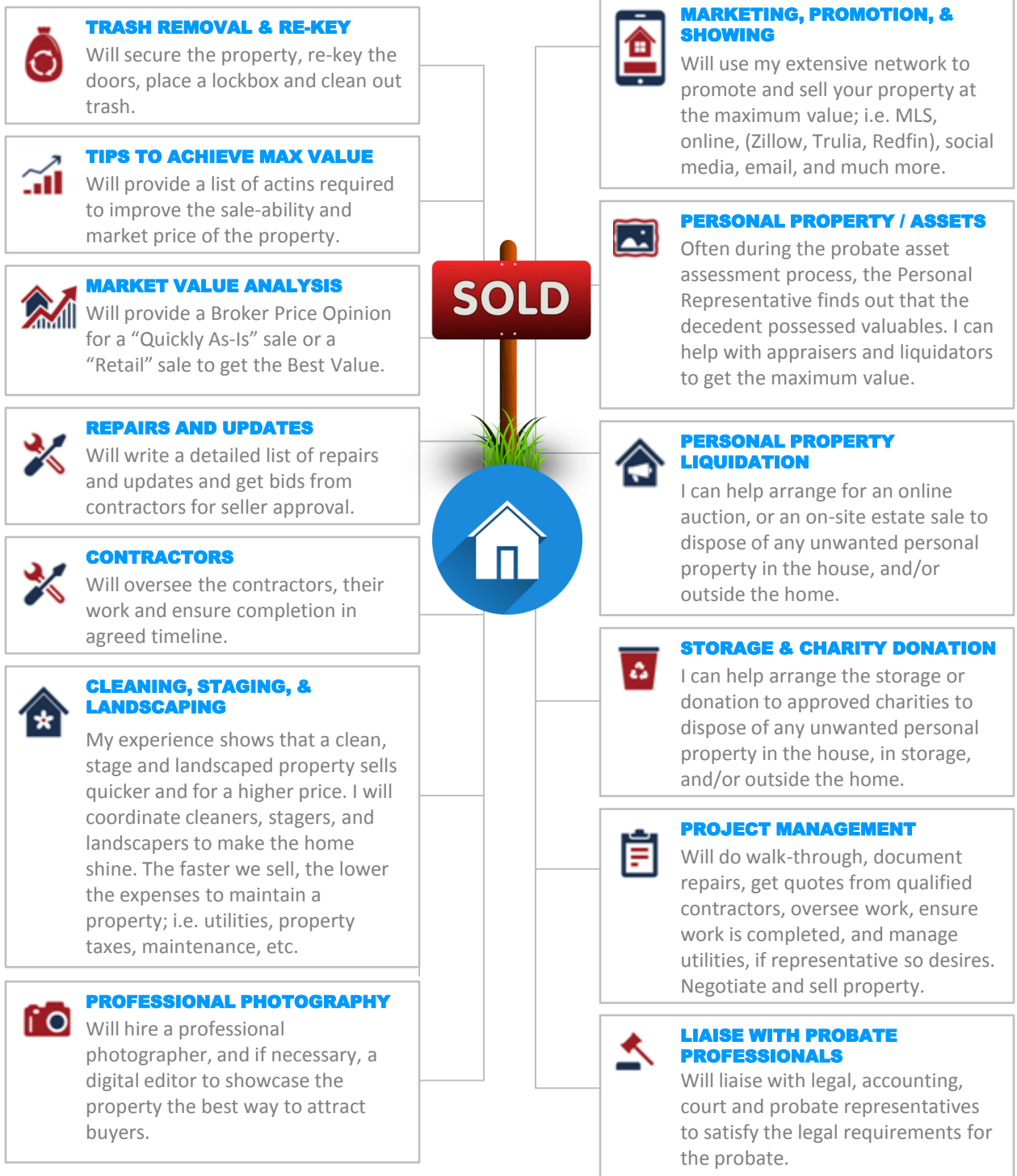
Sincerely,

*William P. Byrd*

Tel: 415.559.5660 | Email: bill@byrdre.com

# How I Help You

*As A Certified Realtor in Distressed Sales & Property Acquisition*



# 2020 Homeowner Wish List

In a recent study by realtor.com, homeowners noted some of the top things they would change about their space to make it more livable while staying at home.



**More Space**

**More Natural Light**

**Home Gym**

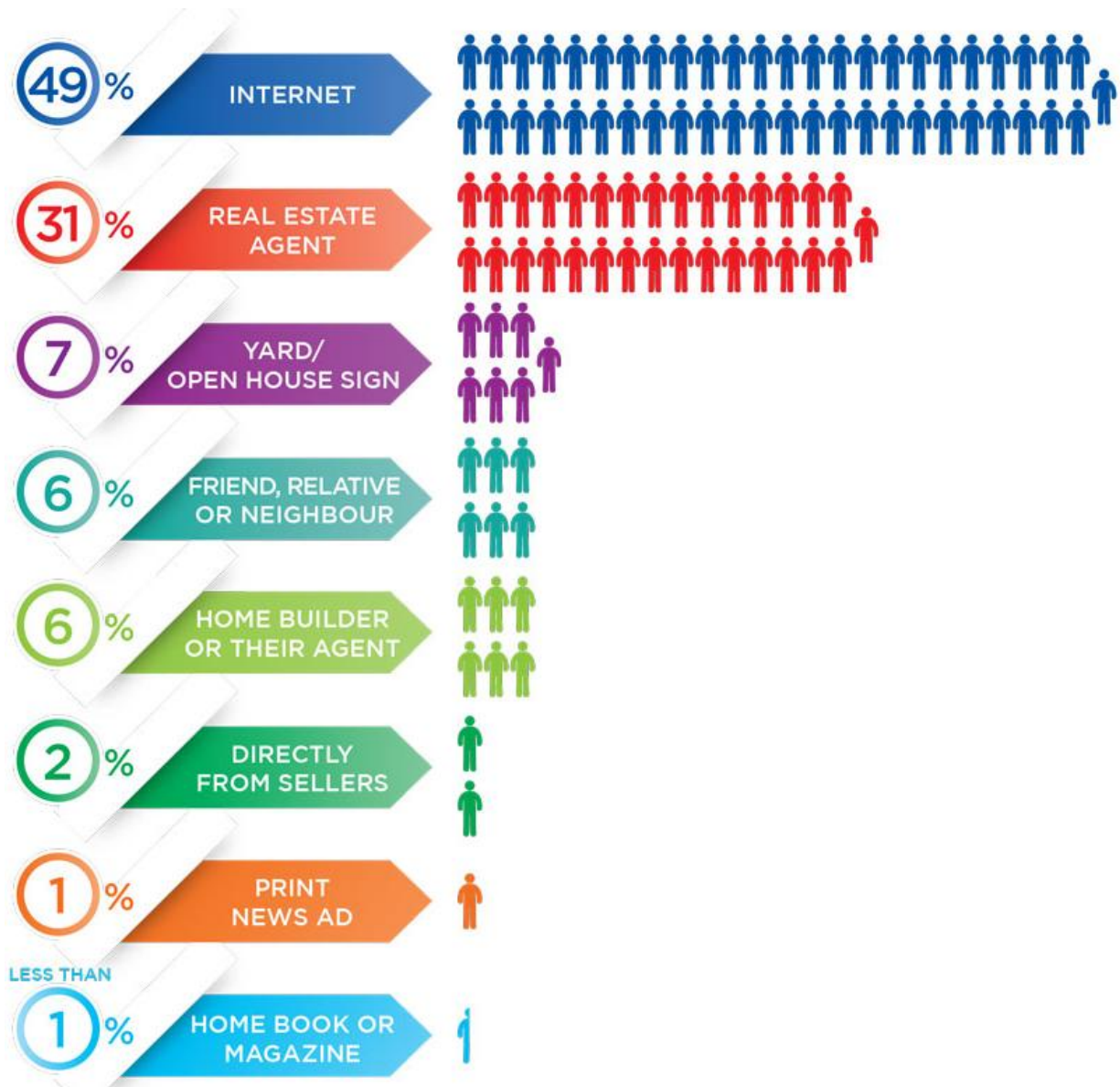
**Add a Bathroom**

**Updated Kitchen**

**Larger Yard or Patio**



## Where Buyers Come From



# How Technology is Helping Buyers Navigate the Home Search Process

*A recent realtor.com survey revealed that buyers are still considering moving forward with the home buying process, even if they can't see the home in-person.*

*While they still prefer to physically see a home, here are the tech specs buyers think are most helpful in today's home search process.*

**61%**

Virtual tour of the home



**58%**

Accurate and detailed listing information



**53%**

Accurate and detailed neighborhood information



**51%**

High-quality listing photos



**39%**

Video chat walk-through with agent or landlord







# 9 Reasons Why A Property SELLS FASTER

Beyond the obvious elements such as location and size, here are nine factors that can affect how quickly your home sells.

1

## **CURB APPEAL.**

Realtors named curb appeal the **No.1** factor affecting the amount of time a home is on the market. ~ *Zillow Study*

2

## **SCHOOL RATINGS.**

Homes linked to good schools sell faster and at a premium. In one study, buyers said they would pay **6-10%** above their budget for the right school.

3

## **MOVE-IN CONDITION.**

Homes that can be marketed as move-in condition sell **12%** faster. ~ *The Wall Street Journal*

4

## **QUALITY PHOTOS.**

Homes that were marketed with professional photos sold faster in one study, and for **\$3,400-\$11,200** more. ~ *Redfin study*

5

## **STAGING.**

Staged homes spend 73% less time on the market than non-staged homes. ~ *The Real Estate Staging Association*

6

## **360° DRONE TOURS.**

Adding a virtual tour to marketing decreases sales time by 209% and increases price by 2%. ~ *George Washington University study*

7

## **DESIGN FEATURES.**

Homes marketed with: farmhouse sink, subway tile, quartz, barn door shaker cabinets, pendant light, exposed brick, frameless shower, stainless steel & tankless water heater sold 38-63 days faster. ~ *Zillow Digs study*

8

## **PROPER PRICING.**

Homes priced around or slightly lower than market value sold 50% faster. ~ *Zillow Study*

9

## **THE RIGHT AGENT.**

An experienced agent with a solid network sell 32% faster. ~ *Longwood University study*



## Facts About Staging



77%

Of buyer's agents say that staging makes it easier for **buyers to 'visualize'** the property as their future home.

49%

Of buyer's agents say that staging a home **increases the dollar value offered.**

62%

Of seller's agents say that staging a home **decreases the amount of time** a home spends on the market.



The most commonly staged rooms are the:

Living room

83%

Kitchen

46%

Master bedroom

69%

93%

of agents recommend that seller's **de-clutter their home** before putting it on the market.

# 3 Ways to Think About Pricing YOUR INVESTMENT



% of Sellers Use These Strategies:

## MARKET VALUE

87%

Pricing property **above** market value.

## FAIR-MARKET

46%

Pricing property **at** market value.

## PRICE TO SELL

9%

Pricing property **below** market value.

### PROS:

Good strategy in a seller's Market. You may get above market value.

### CONS:

In a Buyer's Market, will likely undergo price reductions, property will sit on the market, and you may **lose** Buyer interest in the market.

### PROS:

Usually 4 times faster to sell, and generates multiple offers.

### CONS:

It's always a risk to price your home at market value since it may **not** sell at its maximum price.

### PROS:

Creates a large amount of interest with multiple offers. Great for a quick sale.

### CONS:

This is a gambler's strategy. You may not get the maximum price. Occasionally, home owners get more than the conventional price.

I recommend that we use the right strategy for your ideal outcome.



## BOOST CURB APPEAL

1

- Power wash your siding if necessary-you can rent equipment from Home Depot.
- Clean out your flower beds-that means remove the leaves, extra debris, and weeds.
- Mulch and plant seasonal flower or plants.
- Trim bushes and mow your lawn regularly.
- Reseed your lawn if needed.
- If your exterior is in bad shape and you are trying to get the most money for your home, you may want to repaint, stain or get your siding repaired.



## CREATE AN INVITING ENTRY

2

- Add a welcome mat to your front door and other doors around your home.
- Layer door mats for a more styled look.
- Give your front door a new coat of paint or stain if needed.
- Keep your porch lights on at night for potential drive-bys.



## DE-CLUTTER & CLEAN EVERYTHING

3

- Remove excessive personal items – this includes collectibles, awards, photographs , prescription drugs, precious items, and anything that is dripping in your personal style.
- De-clutter bathroom and kitchen counters.
- Minimize items on table tops, nightstands, and bookshelves.
- Don't overlook your closets, cabinets, and pantries! Buyers WILL look inside your closets and pantries when viewing your home. Show off maximum storage space!
- Deep clean.



## PAINT ALL THE THINGS

4

- It is the quickest way to update an outdated or uninviting space.
- It's an inexpensive way to sell your home.
- The right color combination will help to sell your home. Bill will assist you in finding this look based on the type of Buyer that will buy your home.
- Get rid of dark or bold colors and patterns, because they do not speak to the masses.



## REMOVE AND REARRANGE FURNITURE

5

- Remove excess furniture, because less furniture will make a room feel larger.
- You can put furniture in storage or sell it on Craigslist, Facebook Marketplace, or contact a local antiques dealer or consignment shop, if necessary.
- Create flow.
- You can update the look of older pieces by painting or changing out the hardware. This is a great way to upgrade your kitchen cabinets!
- Consult with Bill.



## ADD FINISHING TOUCHES

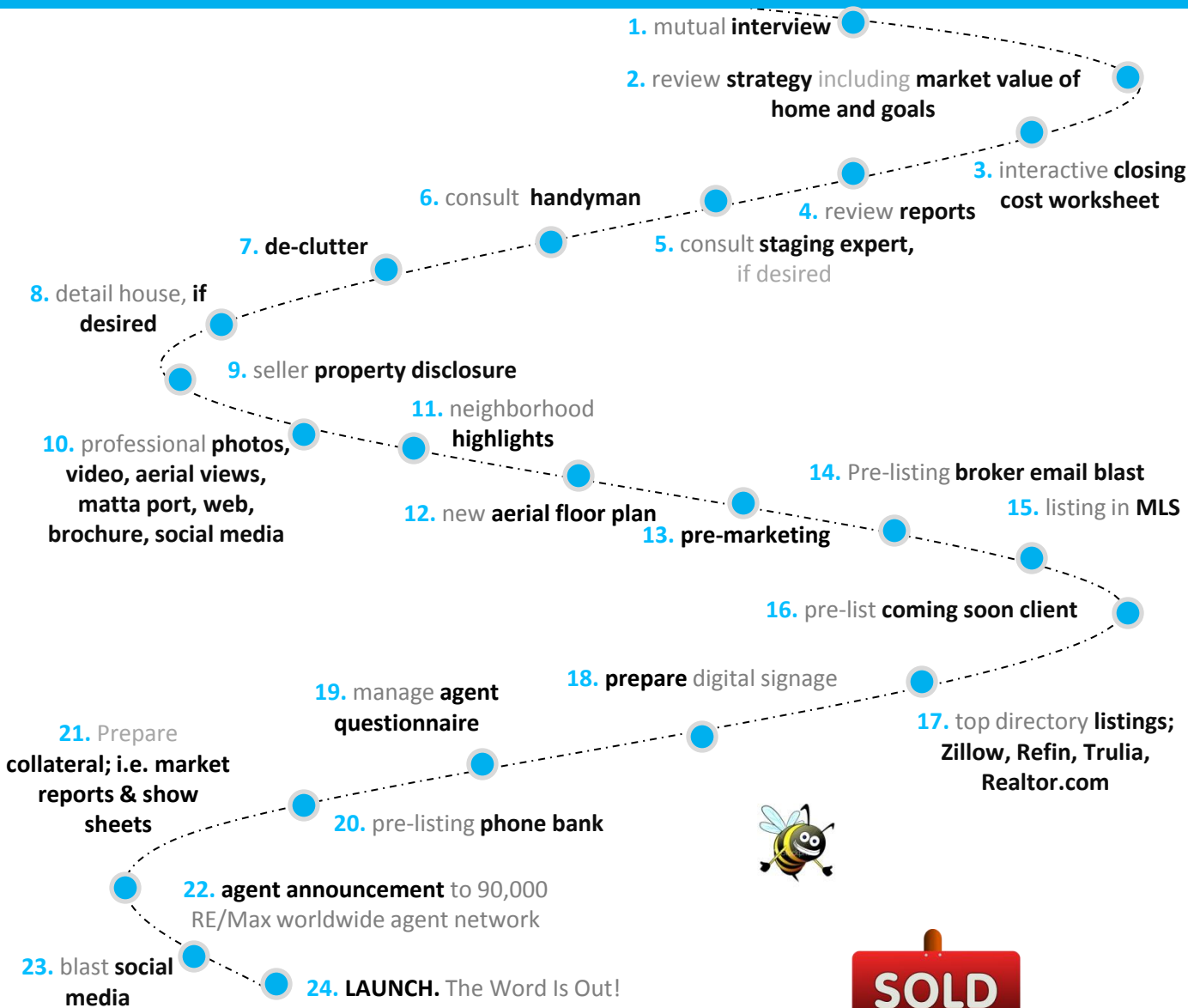
6

Open blinds , drapes and turn on lights to let as much light .  
Lighter and brighter makes everyone happier.  
Light a candle in your kitchen and bathrooms to give the house an inviting smell.  
Remove screens.



# 24 Steps to Promoting Your Investment

from 1 to 24



# Congrats!



# How I Promote Properties

## ON A ROLL



## DAYS ON MARKET

03

30

21

06

06

## LOCATION

Price Sold: \$603,000  
21594 Starrett Hill Drive  
Monte Rio, CA 95462  
Video: [www.starrethilldr.com](http://www.starrethilldr.com)

Price Sold: \$745,000  
1192 Castelletto Place  
Windsor CA 95492  
Video: [www.1192castellettopl.com](http://www.1192castellettopl.com)

Price Sold: \$1,469,500  
46 Cavalla Cay  
Novato, CA 94949  
Video: [www.46cavallacay.com](http://www.46cavallacay.com)

Price sold: \$829,000  
8 Nova Lane  
Novato, CA 94945  
Video: [listings.aerialcanvas.com/8novaIn](http://listings.aerialcanvas.com/8novaIn)

Price Sold: \$1,571,000  
575 Woodbine Drive  
San Rafael, CA 94903  
Video: [listings.aerialcanvas.com/575woodbi](http://listings.aerialcanvas.com/575woodbi)  
nedr

**Showcase Sample Video Delight!** Went Live in 48 Hours.

<http://www.46cavallacay.com/>



## Why Choose Bill



**William P. Byrd**

Agent and Advisor



**The Byrd Team**

From All Walks of Life  
Appraisers, Contractors,  
Lenders, Title Companies,  
Distressed Specialists, Legal  
Support, and much more.



**RE/Max Gold**

47 Years & 90,000 agents  
and over 500 employees

# We Know How to Leverage The Pulse of The Markets

## Buyer's Market

Demand is Lower  
Inventory is Higher  
Longer Listing Time  
Fewer Offers  
Lower Price Offerings  
Price Reductions

### Impact on Seller:

*May have to accept lower than asking price, pay buyer concessions, and/or make repairs / staging in order to sell.*



## Seller's Market

Demand is Higher  
Inventory is Lower  
Shorter Listing Time  
Multiple Offers  
Home Selling Above  
List Price Holds

### Impact on Seller:






*May receive multiple offers at higher than selling price with minimal or no repairs / staging in order to sell.*





# RE/Max vs. The Industry

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>17.0</b>	<b>1,036,000</b>	<b>30.2%</b>	<b>100+</b>	<b>7,841</b>	<b>119,041</b>
	11.1	Not Released	0.4%	11	500	8,000
	9.4	Not Released	4.5%	1	1,400	45,000
	8.8	133,225	1.3%	32	2,300	39,900
	8.2	731,486	15.0%	47	3,200	94,300
	7.8	417,337	21.0%	80	8,000	118,600
	6.8	72,424	0.8%	3	350	11,500
	6.6	122,475	2.1%	69	950	21,900
	6.6	1,041,948	8.0%	30	930	177,000
	5.2	10,543	0.1%	1	45	2,043
	3.9	50,000	0.1%	1	127	14,500
	3.8	24,655	0.1%	2	46	6,417

©2018 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2017, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2017; Keller Williams, Realty Executives, Berkshire Hathaway HomeServices, Compass, HomeSmart and eXp Realty data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent calculated by RE/MAX based on 2018 REAL Trends 500 data, citing 2017 transaction sides for the 1,752 largest participating U.S. brokerages for which agent counts were reported. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America. <sup>2</sup>Compass and eXp Realty totals are for residential transactions only and do not include commercial transactions; totals for all other brands include commercial transactions. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? 18\_253733



## TAN Member Agents Get Powerful Benefits

The **exclusive benefits** – gained only by working with a TAN agent – allow home buyers and sellers to be more confident of their decisions as they proceed through the demanding process of buying or selling a home.

Where verified top producers collaborate and prosper, Top Agent Network information is exclusive.

Visit [www.TopAgentNetwork.com](http://www.TopAgentNetwork.com) for more information.



BUYERS

- Access to homes not in MLS
- Announce your specific buying objectives to home sellers – even those who have not yet officially decided to sell.
- Access to community of proven agents whose collective experience allows deals to happen quickly, reliably and often privately.
- Referrals to proven best service providers in your area.
- Instant answers to your unique real estate questions – with a level of expertise and commitment not usually found outside **the best of the best.**



SELLERS

- Ability to test market your home and price with less hassle and without it becoming stale on the MLS.
- Access to pre-qualified and highly motivated buyers.
- Access to community of agents whose collective experience allows deals to happen quickly, reliably, and often privately.
- Referrals to the proven best service providers in your area.
- Instant answers to your unique real estate questions – with a level of expertise and commitment not usually found outside **the best of the best.**



**TOP AGENT NETWORK**  
**VERIFIED MEMBER**



Courtesy of  
**William Byrd**  
[bill@byrdre.com](mailto:bill@byrdre.com)

### The Byrd Advantage

The Pre & Non-MLS information shared on Top Agent Network gives you exclusive advantages in today's real estate marketplace.

Top Agent Network (TAN) is a private, membership-based, online communications system that allows the top-producing real estate agents in local markets to share exclusive, non-MLS information. This privileged information can be crucial to your success as a buyer or seller of a home. Member agents post and share information about private listings, motivated buyers, local resources, even the latest industry trends. This ongoing exchange allows TAN agents to be “dialed in” to local real estate as few agents are.

*Only one real estate agent in ten qualifies for membership.*



**Certificate**



## Accolades

### A Bit Of Bragging

35 years of Real Estate experience

**Pride in giving back to the community**

Long Time Contributor to Make A Wish Foundation

**RE/Max Gold Platinum Awards 2015-2020 & Hall of Fame RE/Max Gold 2017**

Commercial and Residential Sales

**Sold/Represented 356 Homes in the past 4 years**

Top Producer, Century 21 North Bay Alliance 2013

**#1 Producer in Novato 2012**

Caldwell Banker's 2011 Rookie of the Year

**Centurion and Double Centurion**

Century 21 Quality Service with Excellence Award

**Performed over 4616 Price Opinions/Selling Strategies for investors, lenders,**

**REO companies, developers and estates**

Distressed Property Acquisition & Sales

**Property Management**

Development, Financing and Distressed Sellers Services

**Risk-free Listing Agreement**

Communication Guarantee

**A flexible fee program to fit all sellers**

Will be your Realtor for life...



## Accreditation

### Specialties and Education

Real Estate Practices

**REO – Agent-ORDMS- REO Training Solutions**

RE Appraisal

**Certified Probate Expert**

Real Estate Principle & Marketing

**Income Property Evaluation**

Real Estate ECO, Agency

**Real Estate Contract Management**

Real Estate Negotiating

**Certified Commercial Investment Member candidate**

CCIM 101 and CCIM 102

**Code of Ethics, Accredited Buyer Representative/ABR**

Specialties: RELO, MIL, LUX, DL, INT, RA, OTHR, HP, HSP, VINE, BB, LP,

AUC, SS, INV, FP, NEW, CON, FL

**Distressed Property Acquisition & Sales Certifications : BPOR 2010**

**(Broker Price Opinion Realtor), SFR (Short Sale & Foreclosure Realtor)**

**2011, Corelogic 2011**

Harris Real Estate University Graduate

**Tom Perry #1 Real Estate Coach "Ongoing" Student**

Will be your Advocate for life...



**BEST OF ZILLOW**

# My Communications

## The Byrd Guarantee

**Fact: According to the National Association of Realtors, 70% of the public thought their agent did a poor job communicating with them. Not with William Byrd.**

1. I guarantee we will provide feedback to you within 48 hours after showings (when available), either by phone or email.
2. I guarantee we will call you weekly to discuss feedback, showing traffic, market activity, and price adjustments, if necessary, with regards to positioning your home on the market.
3. I guarantee to be available by phone between 9am to 9pm Monday through Sunday.
4. I guarantee we will return all phone calls and emails expeditiously.
5. I guarantee that you will be kept informed regarding new homes that come on the market to compete with yours, as well as recent sales around you.
6. I guarantee you will visually see any brochures, websites, video, Facebook, Instagram, etc., to see how your home is being marketed.
7. I guarantee that we will hand deliver any correspondence that is of an urgent nature.
8. I guarantee we will update all Buyers in the area about your home.
9. I guarantee that your home will have take-away brochures in the home at all times.
10. I have a proven system! From my attention to detail to my commitment and follow through, I will have covered every step of the way.
11. Lastly, my unparalleled communication and aggressiveness to get you the top offers for your house and to help you reach your goals is why I am the best person for the job!
12. I guarantee that you are my priority.

**My commitment to you — William Byrd**



**INTEGRITY, TRANSPARENCY, COMPASSION**

I care, I mean, I really do



LET'S SUCCEED TOGETHER  
**THANK YOU**



**CONTACT ME, ANYTIME**

415.559.5660 | [bill@byrdre.com](mailto:bill@byrdre.com)

**ADDRESS**

591 Redwood Highway  
Mill Valley, CA 94941

**WEBSITES**

[Byrdre.com](http://Byrdre.com) | [FixnFliPro.com](http://FixnFliPro.com)

**BILL BYRD, REALTOR®**