

# ANALYZING REAL ESTATE INVESTMENT PROPERTIES

Brought to you by Advantage Asset Management – A Houston Property Management Company

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We all know that the reason for investing in real estate (or anything for that matter) is to get a return. That return expectation varies depending on the person, risk tolerance, timeline, opportunity costs, etc., but we all want to be compensated for taking on that investment.

One of the common problems we have run into with our property investor clients is that analyzing a deal can be difficult, complex, and time consuming. It typically involves offline spreadsheets and some level of understanding/educating yourself on finance. The typical process is very manual, and it can take hours of upfront prep work before you are comfortable enough with the analysis to make an offer. Not to mention that the competition for real estate is fiercer now than ever. Individual real estate investors are now competing with private equity firms, investment clubs, investment companies, REITs, Zillow, and other companies using “big data” to make offers on homes in minutes. With all of that in the background, we decided to partner with a company to provide a new tool to our customers that could mitigate some of the issues we just mentioned.

Advantage Asset Management (“AAM”) would like to introduce you to our new real estate investment platform: **INVESTimate®**.



**INVESTimate®** is a platform that will overlay key financial data on homes that are for sale. You can see how much initial investment is needed, your expected rental rates, and the return on your investment over time. You can even get detailed pro forma financials for any property on the platform.

With all of this information at your fingertips, we are empowering our clients to make quick yet strong, data-driven decisions on their investment properties. The best part, we are offering this for free to AAM clients! All you have to do is sign up, and you can begin analyzing potential properties in minutes.

Finally, **INVESTimate®** allows us to advertise investment properties for sale. If you’re looking to cash out on a property quickly and sell to an investor instead of listing publicly, **INVESTimate®** provides that captive audience of investors looking for opportunities. Have a renter in place currently? Even better! Most investors would prefer a tenant in place so that they can receive immediate cash flow.

At AAM, our goal is to create a strong partnership with our customers. We want to be a key part of your team to help drive the most value back to your investment. Whether it’s property management, rehabbing and maintaining your properties, or finding that next investment property, AAM is here to be your partner.

We look forward to seeing you on the platform, and feel free to reach out with any questions, comments, or advice.