



HOW TO INVEST IN A
**REAL
ESTATE**

Buying a home for a rental property



KELLERWILLIAMS
Luxury

**SO YOU'VE
DECIDED YOU
WANT TO BUILD
A REAL ESTATE
EMPIRE...**

HI, I'M CHRISTINE.

Christine Finch Oleynick is an innovative leader, knowledgeable real estate agent and a natural networker. She is known for her design-savvy marketing, creative advertising strategies, innovative social media, technology expertise, in-depth market knowledge, and strategic local and global partnerships. She is part of the Keller Williams Agent Leadership Committee which is by invitation only. Her background, local expertise (she has lived in many of the towns in lower Fairfield County) and global reach help differentiate her as a highly recommended and trusted real estate professional in the area.



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**“NINETY PERCENT
OF ALL
MILLIONAIRES
BECOME SO
THROUGH OWNING
REAL ESTATE.”**

Andrew Carnegie



**BUYING
YOUR FIRST
RENTAL
PROPERTY**

BUYING A HOUSE TO RENT OUT CAN BE A GREAT WAY TO BRING IN MORE MONTHLY CASH FLOW.

When you buy your first rental property, there is a lot to consider. The type of property, how you'll find tenants, and how you'll manage the property are just the tip of the iceberg.

Lenders look at rental properties differently than your primary residence. They usually want a larger down payment and charge higher interest rates on the mortgage to make up for the risk. You're more likely to default on a home you don't live in than the one you do, especially if you have financial trouble.

Before you buy a second home as a rental property, make sure you have the money saved for a down payment, a contingency plan if you lose your tenants and have to cover the mortgage payment and other housing costs yourself, and a plan to manage the property. Will you hire a property management company or do it yourself?



PROS AND CONS OF BECOMING A LANDLORD

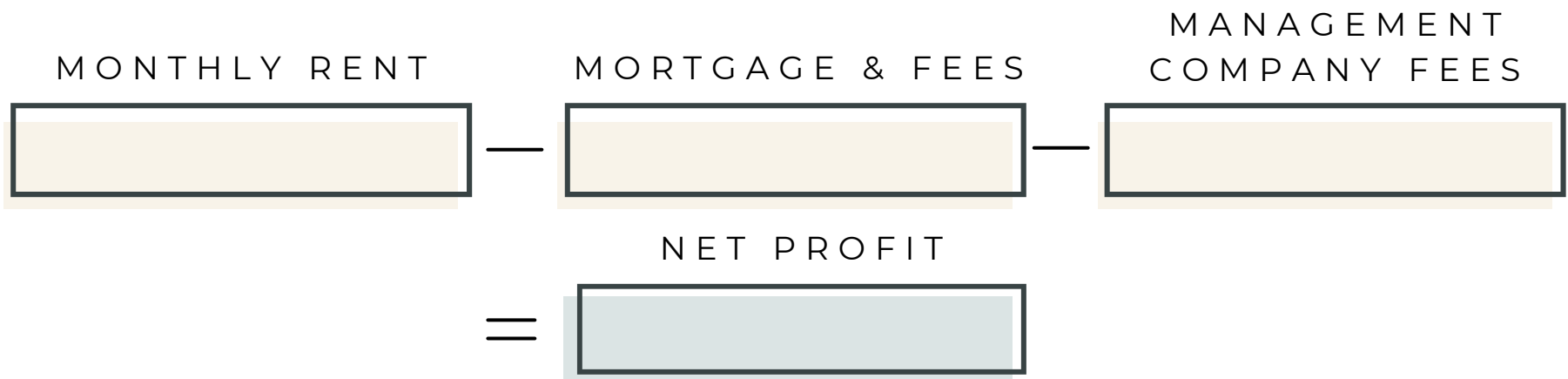
PROS

- You can write off many of the expenses of maintaining and repairing the home as business expenses.
- The net cash flow earned from your rent after expenses can supplement your retirement income or other financial goals.
- The rent collected can offset the mortgage, repair costs, and expenses to run the home while you earn the home's appreciation.
- You don't have to pay Social Security taxes on your rental income.
- Real estate isn't as volatile as the stock market and often reacts opposite to the market, helping you diversify.

CONS

- You never know what type of tenant you're getting, if they'll be destructive or if they'll default on their rent.
- You must follow through on a lease even if you need to sell the house fast to liquidate your investment.
- It's a lot of work maintaining and running a house. Anytime something goes wrong, you are responsible.
- If you invest long distance, you'll have to pay a property management company which can be expensive.
- There's no guarantee your investment will appreciate.

CALCULATING RENTAL INCOME





**“OWNING A HOME
IS A KEYSTONE OF
WEALTH... BOTH
FINANCIAL
AFFLUENCE AND
EMOTIONAL
SECURITY.”**

Suze Orman



7

STEPS TO BECOMING A LANDLORD





ONE

GET TO KNOW THE AREA

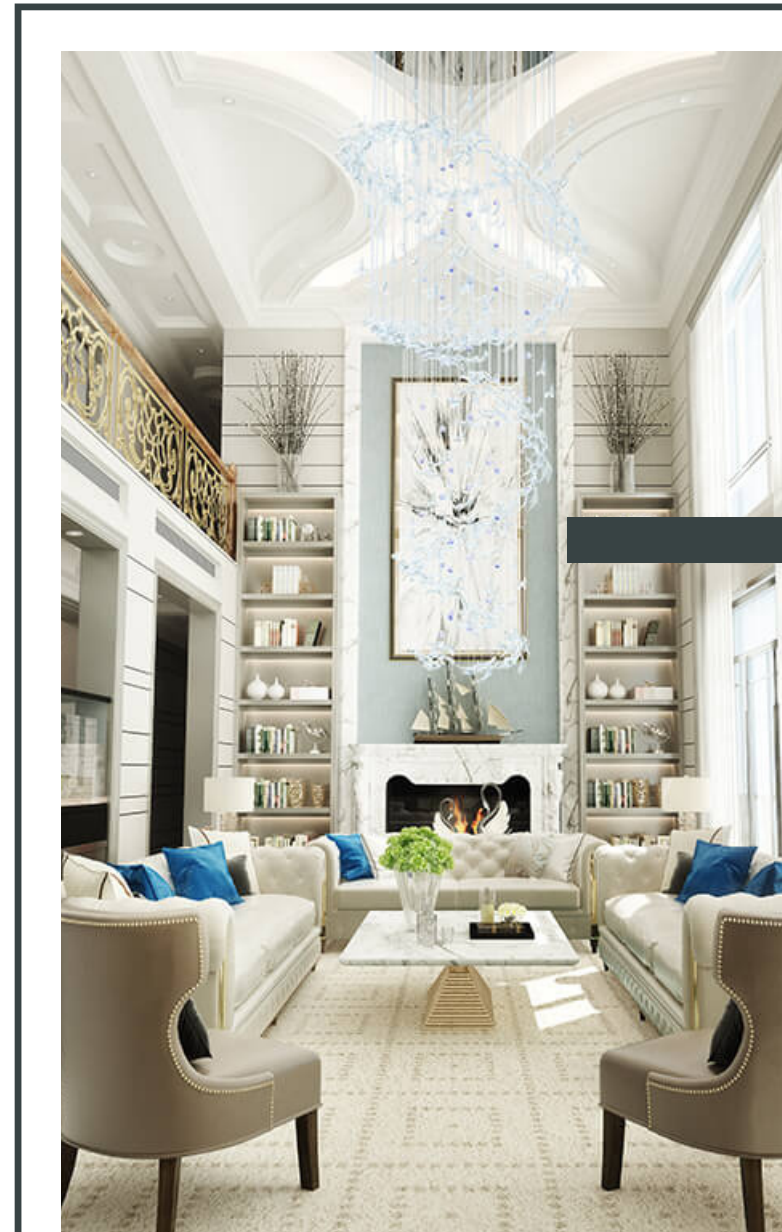
Don't invest in a home without researching the area. When you buy a home, you invest in the neighborhood too. Do your research and find out the average rent in the area, the number of renters in the area, and if the home you're thinking about buying is typical of what the local renter wants.

Just because you love a home and the area doesn't mean renters agree. It doesn't make sense to invest in a rental home in an area where most people buy houses rather than rent. Work with a local real estate agent to find out if it's a good area to invest.

TWO
**DECIDE IF YOU
WANT A FIXER-
UPPER OR A MOVE-
IN READY HOME**

Investing in a home can look many ways. You can buy a home that's ready for tenants right away or buy an undervalued property that needs some TLC before you rent it out. Before you look at homes, choose your strategy.

If you're the fixer-upper type, you may save money buying an undervalued property, fixing it up yourself, and renting it out. You will not only earn the rental income, but the home should naturally appreciate the home improvements. If you'd prefer to buy and rent right away, then buying a move-in-ready home is a better choice.



THREE KNOW RENTAL MARKET RATES

You know what you'd like to charge for rent, but that doesn't mean that's what tenants in the area want to pay. You shouldn't charge more than the average rent for the area, so do your due diligence before buying a home.



A licensed real estate agent or appraiser can help you learn about the area's average rents. Work the numbers to determine if it makes sense to buy the home knowing how much rent you can charge. Is it enough to cover your monthly mortgage payments, 1/12th of the real estate taxes and home insurance, plus any costs to maintain or fix the home?

Leveraging a house-hacking approach? If you rent out rooms but plan to live in the house, you'll also need to determine if the rental income you'll earn is sufficient.

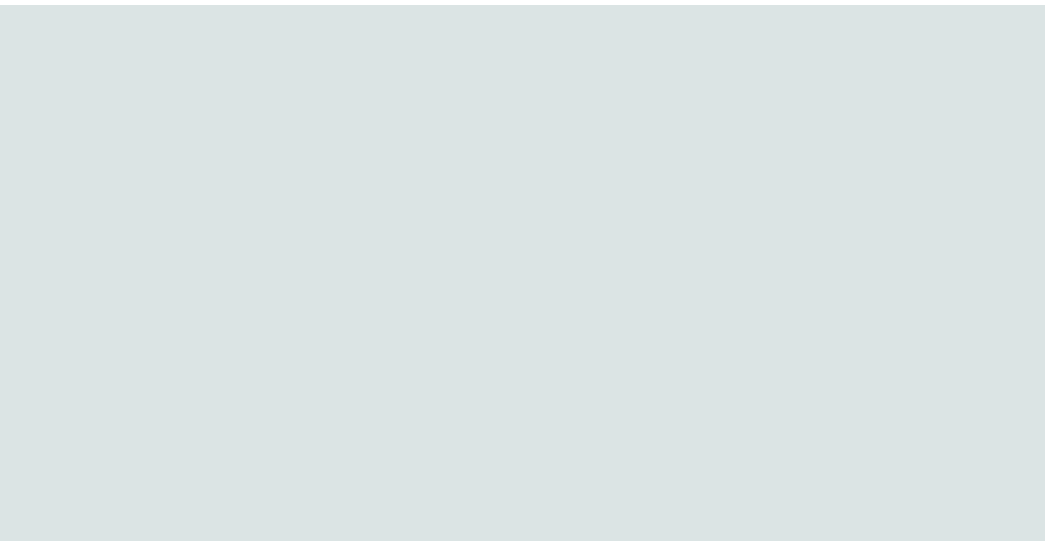
If not, you may want to look for a different home. Investing in a home that doesn't allow high enough rents leaves you upside down from the start.



FOUR **PAY OFF YOUR DEBT FIRST**

Buying your first rental property is exciting but expensive too. As the landlord, everything falls on your shoulders. The hot water heater breaks - you're responsible. The roof has issues - you must fix or replace it.

If you have a lot of consumer debt already, you may not have the extra funds to put aside for emergencies your rental home may have. Focus on paying your consumer debt down (or off) before investing in a home for more financial security.



FIVE **FIX YOUR CREDIT**

Securing financing for an investment home is a lot different than financing for the home you live in full-time. Lenders view investment financing as riskier, so they usually want borrowers with excellent credit and stable income.

At least a few months before you think about buying a house to rent out, pull your credit and make sure there's nothing to fix. Look for things like:

- ✓ Late payments that you can bring current
- ✓ High credit lines you can pay down
- ✓ Collections you can settle
- ✓ Mistakes you can dispute with the credit bureau



SIX **GET LEGAL HELP**

There's a lot that rests on your shoulders as the landlord. Know your obligations and rights before buying your first rental property. Having a lawyer review your purchase, the rental agreement, and your strategy can help you determine if what you're doing is worth it, legal, and beneficial for everyone involved.





SEVEN **FINDING A HELPFUL AGENT**

An increasing number of real estate agents are assisting investors with finding their investment property. However, it is necessary to look for a real estate agent specializing in the rental market because many others still focus on buyers and sellers.

Real Estate Agents know the local real estate market and have their pulse on new listings. However, there are far more listings than those that are easily uncovered by Internet searches. Agents have access to listings included in the multiple listing service (MLS) AND the agents that specialize in income properties also have a list of people looking to sell and unlisted units coming on the market.

RECAP



Historically real estate has been one of the most dependable ways to become wealthy. And many of today's millionaires say it's still a smart investment, for a variety of reasons.

For one thing, investing in real estate gives you a way to diversify your investments. "Don't put all your eggs in one basket" is tried-and-true advice for a reason. There are a lot of moving parts to the economy, and there's always the chance that one can crash while the others thrive. Having exposure in several different markets helps insulate you from risk.

Secondly, real estate gives you ownership of a tangible asset that can appreciate. While I enjoy logging into my portfolio and seeing my stock values increase, it's all very abstract. There's something appealing about having a physical investment that you can actually see, visit, and improve.

And since people will always need a place to live, real estate tends to hold its value as long as the property is maintained well and the area is appealing.

There's also a decent amount of flexibility when you own real estate. You can decide whether to rent out your property, sell it, subdivide it, rezone it for a different purpose, and so on. This way, you can respond to changes in the economy in a way that still makes your investment useful.

All of that said, there's also a big note of caution here. Real estate can be a large and expensive undertaking, and as the housing market crash of 2008 illustrated, it's never a sure thing. Especially when it comes to real estate investing for beginners, it's wise to proceed with caution. You don't want to stretch your finances too far before you're ready and end up with debt that you struggle to repay.

Christine was great!! Has great knowledge of the area and was very helpful throughout the entire process. I listed my home with her and sold it rather quickly despite a tough market. She held several open houses and went the extra mile in every aspect of getting the deal done. I will use her services again to sell more of my properties. I couldn't be happier! You can trust her and that's rare in this business!

JEFFREY BERNHARD

Christine is a true professional. She is honest and ethical and went above and beyond to make the purchasing process as easy and enjoyable as possible. Her local expertise and easy demeanor made every interaction simply wonderful. She was an absolute joy to work with.

ASHLEY PARRISH

NICE WORDS

FROM OUR PAST CLIENTS

She is an excellent realtor to work with...very professional and very knowledgeable. She helped me sell my house quickly and that is a great feat in today's market. I highly recommend her to anyone who is selling or buying a house because she will get the job done!

LYNN PIERPONT

Professional, Attentive, Innovative, Honest, and Diplomatic are just a few words that spring to mind when I reflect on our experience marketing and selling our house with Christine. In a very tough market, she provided us with honest feedback on how best to stage the house, leveraged new marketing channels via social media to draw buyers to the open houses, was realistic in helping us to price the property and helped us get a complex transaction across the finish line. I recommend Christine without hesitation - particularly if you are in the higher end of the Fairfield County real estate market.

MICHAEL BAILEY



STAY IN TOUCH

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