



SPECTRUM
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How to Invest In Real Estate: A Guide

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Whether you're considering your first real estate investment—or you're ready to build more success with more properties—learning how to invest in real estate is a critical part of meeting your goals.

However, finding the right resources to guide you to sound investment principles isn't always easy! That's why we've put together this resource for real estate investors, whether you're just getting started or you're "seasoned" with a few properties already under operation.

As you read through "**How to Invest In Real Estate: A Guide,**" you'll have an excellent foundation for starting (and continuing) a career in real estate investing. No matter if this source of passive income is "extra" income to help fund future plans or if you're a full-time investor, this practical guide contains the fundamentals of the industry to start your success.

After reading, be sure to put this information to work for your long-term success!



What Is Real Estate Investing?

If you don't yet think of yourself as an "investor," that's okay! Real estate investing can take many forms, but you might be most familiar with buying a property and operating it as a rental home. When you purchase your first property, you've become a real estate "investor!"

You have plenty of options when choosing a path toward more long-term wealth. Whether you're supplementing your retirement income, building college funds for your family, or simply supporting a lifestyle you've always dreamed of, real estate investing is one of the best (and more consistent) ways to create long-term income.

To "invest" in real estate, you also have options! Choosing real estate involves the act of purchasing land and structures, but you're not limited to owning rental homes to become a real estate investor. Before getting started, it's essential to research different real estate investing methods and find the best fit for your goals. These options can include:

- Real Estate Investment Trusts (REIT)
- Real estate stocks
- Residential rental properties (both long-term and short-term rentals)
- Flipping houses
- Commercial real estate

Choosing the right investment strategy is essential to your success. If you prefer the ultimate passive investment experience, a REIT could be the right choice for you. However, if you prefer more tangible resources and the interesting aspects of real properties, rental properties or fix-and-flip opportunities could be more your style.



Education Helps Fuel Success

Starting as a new investor can feel intimidating, but we want to assure you that it's never too late to get started! Whether you're retired or just beginning your career in another field, real estate investing is available to anyone at any stage of life. However, it's not often as simple as buying a home and collecting rent checks.

Being good at anything requires time, information, and practice. You probably studied hard to start and pursue your full-time job or career. No matter what you do to generate full-time income, you likely went to school for a degree, took certification classes, or received on-the-job training to further your career.

So, you might be wondering where you can take classes to "become" an investor! While we can't send you to a single School for Real Estate Investors, you'll find that becoming a successful investor requires a lot of "on the job" learning—doesn't require a set of classes or certifications to "certify" you as a real estate investor. As we mentioned earlier, buying your first rental property "makes" you an investor!

Resources Are Widely Available (If You Know What to Look For)

Still, education about the industry is critical to your success—but where can you find the best resources to learn about real estate investing the right way? Knowing that you don't have to complete a college course or certification to get the information you need gives you the freedom to utilize a variety of tools and experts!

Collecting real estate investing books, listening to podcasts, reading blogs, and using online resources are some of the best ways to learn from experts and build your knowledge base. The real estate investment industry frequently changes, while many strategies remain successful over time. Making good use of established books by industry experts along with current podcasts and respected online sources can give you the right mix of strategies for long-term success.

When searching for resources, make sure you choose reputable books, webinars, and podcasts. Anything that promises a way to "get rich quick" through real estate is probably misleading (and could lead you into bad investments or income loss). Research webinars or conferences to verify their reputations before committing money to courses that don't deliver what they promise.

If you're not sure about a resource, talking with a local property management professional can help! A property manager's job is to help you maximize real estate investment returns. They can guide you to resources that help you understand the business and best strategies. They're also an excellent sounding board for the best strategies that work in this market and can help you learn aspects of investing in your market that can't be found in a book or podcast.

Staying up to date on the best ways to boost your success through real estate investments is an ongoing process! Keep yourself informed and build your confidence as an investor.

Don't Forget Networking!

Partnering with local networking groups and connecting with other investors can help you build knowledge. It's also an excellent way to find the professional partners you need to operate rental properties or monitor your investment's success.

We understand that those who have gone before you as real estate investors in your market can be seen as competition. However, don't overlook the valuable experience they can bring to your knowledge base when starting or growing your success as an investor.



How Do You Start?

Now that you understand a little more about different ways to be a real estate investor and how to learn more about it, how do you actually get started?

Before you run out and buy the first property you see for sale, your next step is to conduct more research and document your goals.

Getting started (successfully) requires careful planning and implementing the right strategies. Start by:

- Conducting market research to learn about available properties, the best neighborhoods to invest in, and average rental rates.
- Establish goals, both long-term and short-term goals for returns.
- Look into different property types (condos, single-family homes, apartment buildings, etc.) to determine the best way to start for your first purchase. While you don't have to stick with the same type of property throughout your time as an investor, each property should align with your financial goals.
- Research financing options, including traditional mortgages or reputable crowdfunding options.
- Run the numbers (potential income and expenses) to make sure a potential investment delivers the ROI you have in mind.
- Partner with the right experts

Navigating real estate investments on your own can be challenging. If your initial plan is to buy a property and be a hands-on landlord, make sure you won't become too quickly overwhelmed by the day-to-day tasks of handling maintenance, dealing with tenant issues, collecting the rent, and tracking finances.

In most cases, successful investors realize they can't do it all on their own! Partnering with the right experts is a smart way to manage properties and maximize returns.



Consider Professional Property Management

Getting everything right for your first property (or first few investments) is probably an unrealistic expectation for yourself. Even after reading the best books and doing significant research, mastering the work and strategies required for success is tough to do right out of the gate—and that's okay!

The best local property management company is one of the best resources you can connect with to reduce the potential for costly mistakes while maximizing returns. With the right property managers on board, you have:

- Partners to listen to your goals and apply the best strategies to achieve them
- A network of contractors to handle maintenance requests and keep properties in excellent condition
- Professionals in place to deal with tenant complaints and lease enforcement (so you don't have to)
- Insights into market research and maximizing returns

As with researching good educational resources and potential properties, do your due diligence before choosing a property management company. The right property managers prioritize your bottom line and success!



Invest Wisely For Lasting Success!

The best way to invest in real estate is to surround yourself with experts to support your success! We hope you found this resource helpful. If we can help you with additional resources or expert property management services, let us know!

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