



## ❖ Real estate agents

( When someone thinks about getting into real estate, this is usually the first business model they consider — that of a Real Estate agent or broker.

Real estate agents make their money by helping people buy and sell homes, usually pulling in between 3% and 6% of the sales price. On a \$250,000 home, that would net between \$7,500 and \$15,000.

To become a licensed realtor, you'll need to research the requirements and processes in your local market — typically, this will include taking some courses and passing a test. You might also need to get sponsored by a real estate brokerage.)

## ➤ Wholesaling;

✧ Wholesaling is a real estate investing business model that's cropped up over the last decade or so.

As a wholesaler, rather than flipping real estate or buying and holding your own properties, you work as a sort of “deal finder” for other cash buyers. Your job is to find good deals (motivated sellers) and get them under contract for a price that you and your cash buyer can afford. When you pass the deal onto the cash buyer, you'll typically make a minimum assignment fee.

The biggest benefit to wholesaling is that you don't need to have a massive amount of money to get started — just

a few investment to send out your first mailers and secure your first deal.

### ➤ Whole Tailing

The word “whole tail” is a combination of “wholesale” and “retail”. In a wholetail deal, the investor buys a house for a low-ball price, makes just enough repairs so that it’s capable of selling on the MLS, and then sells it to a traditional buyer.

It’s not unusual to make to crore of rupees on a whole tail deal, but without nearly as much work as flipping takes.

We recommend whole tailing real estate when you’ve found a house that needs very few repairs, you can get it for a price that’s significantly under market value, and you have the cash to purchase the home (your own money or someone else).

### ➤ Buy and hold investing

Buy-and-hold investing is probably the best business model for increasing long-term wealth and net worth. In the buy-and-hold strategy, the investor buys properties (ideally ones that are a good deal), fills them with tenants to create cash flow, and holds.

The goal of buy-and-hold investing is to collect as many properties as you can and build as big of a portfolio as you can.

The hardest part of this business model is securing the cash to consistently purchase properties — we

recommend seeking out private money or hard money to fund your deals.

### ➤ House flipping

House flipping is the HGTV method of real estate investing — it's perhaps the most popularized way to make it big.

What these TV shows don't talk about, though, is how house flipping is also one of the riskier real estate business models — because during the time between when you buy a house and when you sell it (often 6 months or so), you're just crossing your fingers that the market doesn't take a hit.

Still, house flipping is a great real estate business model to add to your repertoire — it has higher risk but also higher payoff, often upwards of 50,00,000 to 1,00,00,000 for a single deal.

### ➤ Remote investing

Remote real estate investing is something that's only become possible for the every-day investor in the last decade.

Technology has advanced so that investors can generate leads, find deals, inspect homes, purchase properties, and more... all without even being in the same state as the property they're purchasing.

This is a great option for people who don't want their businesses tied down to a single location.

### ➤ Listing service for FSBO

What's great about this business model is that once it's set up, it can be almost entirely passive — you'll just need to hire a VA to manage some basic tasks and keep up with customer requests.

Here's how it works: you get your real estate license, set up a website attracting FSBO sellers who want to list their house on the MLS, and offer to do it for a flat fee.

You can charge upwards of \$250 per listing, for instance.

And as mentioned above, you can train a VA to do a lot of the heavy lifting. So once you've built the website and found ways to drive traffic (paid ads and/or SEO), this will run almost entirely on autopilot.

### ➤ **BRRRR METHOD ;**

(which stands for Buy, Rehab, Rent, Refinance, Repeat) is a modified version of the buy-and-hold business model.

BRRRR is an ongoing process by which real estate investors can purchase multiple properties with very little capital relative to the growth of their portfolios. First, the investor finds a good deal and buys the property using cash, private money, or hard money. Then they rehab the property and fill it with tenants to start the cash flow.

After a seasoning period of 12-24 months, the investor does a cash-out refinance on the home — this is where a financial institution provides a new loan on the property and returns the cash that they used to purchase the property in the first place.

Then the investor repeats that process with their original funds. If the investor plays their card right, they can purchase many properties with the same funds.

### ➤ Hybrid agent/investor

The Hybrid real estate model is a strategy where an agent is also an investor. So, you are essentially serving sellers up with multiple different offers.

It's a cash offer. Hey, if you're looking for speed and convenience and are willing to take a little bit of a shave in equity, here's this.

The good news is... there's literally a real estate business model that will work with any budget. So long as you have the discipline to get started and keep going, you can win at real estate.

The Main Challenge of These Real Estate Business Models  
While the business models below present a ton of opportunity for entrepreneurs — indeed, at Carrot, we've seen many agents and investors build thriving businesses in just about every market — they're not free of challenges.

These challenges include hiring the right people, being mathematical in how you approach every transaction and building trust with buyers and sellers.

But one challenge stands above all the rest: consistently generating leads.

For both agents and investors, having a consistent flow of leads makes your monthly income more predictable and allows you to grow your business more quickly.

How do you do that?

At Apex Business Intelligence , we specialize in helping investors and agents create simple, effective websites that rank in Google (and thus drive traffic) social Media through Digital Marketing Techniques and systematically convert visitors into leads.

In fact, we've capacity to generate more and more leads for thousands of investors and agents around the nation.