

Bay East Consumer Guide

Are You Ready to Invest in Real Estate?

Thinking beyond homeownership? See if investing may be right for you.



Check Your Financial Foundation

Before investing, consider:

- ✓ Do you have a secure, steady income?
- ✓ Do you have strong credit?
- ✓ Can you cover mortgage, insurance, and maintenance costs?
- ✓ Can you handle no rental income?



Know Your Market & Goals

Look beyond the property itself. Consider if:

- Your area has a strong rental market
- The property needs manageable updates
- The property has appreciation potential
- Real estate fits your overall investment strategy

Real estate can provide income and diversification, but every investment carries risk.



Understand the Commitment

Owning an investment property takes more than buying it. You may need to:

- ✓ Prepare the property for tenants
- ✓ Market and secure renters
- ✓ Manage ongoing maintenance and repairs
- ✓ Handle vacancies or late rent
- ✓ Commit time to long-term management



Think Long Term

Real estate is generally a long-term investment strategy. Before buying:

- Understand your comfort level with risk
- Consider potential income and expenses
- Be realistic about the time involved

Patience and prep. are just as important as finding the right property.



"A good investment starts with knowing your goals, finances, and market."



We're Here to Help

A Bay East REALTOR® can help you:

- ✓ Identify potential investment opportunities
- ✓ Understand real estate market conditions
- ✓ Evaluate properties that fit your goals