

## **How to pick a market**

The only purpose is to pick one that is easier to work in than where you live. Below are some key things that will help you to determine a market that will give you the least amount of resistance when trying to buy houses at low prices. Do not get caught up in paralysis of analysis. These are just to help.

Look at home sales & prices: [city-data.com](http://city-data.com)

This will give you an idea of what prices homes are selling for. It helps to find an MSA with a 1 million plus population. This is not a hard and fast rule but if there is more than one million then there will be more buyers to sell to. Google population by MSA. You want to look for flat or moderate appreciation. NOT high appreciation like you would find in areas like California, Arizona, Nevada, etc.

It is easier to sell cheap houses than it is expensive house so if you look in areas with low prices you will find a lot of fix and flip investors and landlords.

Older cities means there is more aging inventory which means more discounted properties that need updating.

You can check the amount of inventory at [Realtor.com](http://Realtor.com)

You can find the amount of investor transactions at [listsource.com](http://listsource.com)

You can find unemployment information at [BLS.gov](http://BLS.gov)

You can find local rent information and MSAs at [zillow.com/local-info](http://zillow.com/local-info). Lower rents mean lower priced properties are available.

You can find the percentage of renters at [census.gov](http://census.gov). The more renters the more low priced homes there will be.