

## Real Estate Investing

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

##### Interest over time

[Learn what these numbers mean](#)



#### Regional Interest

Shows general market interest online according to geographical location

##### Regional interest

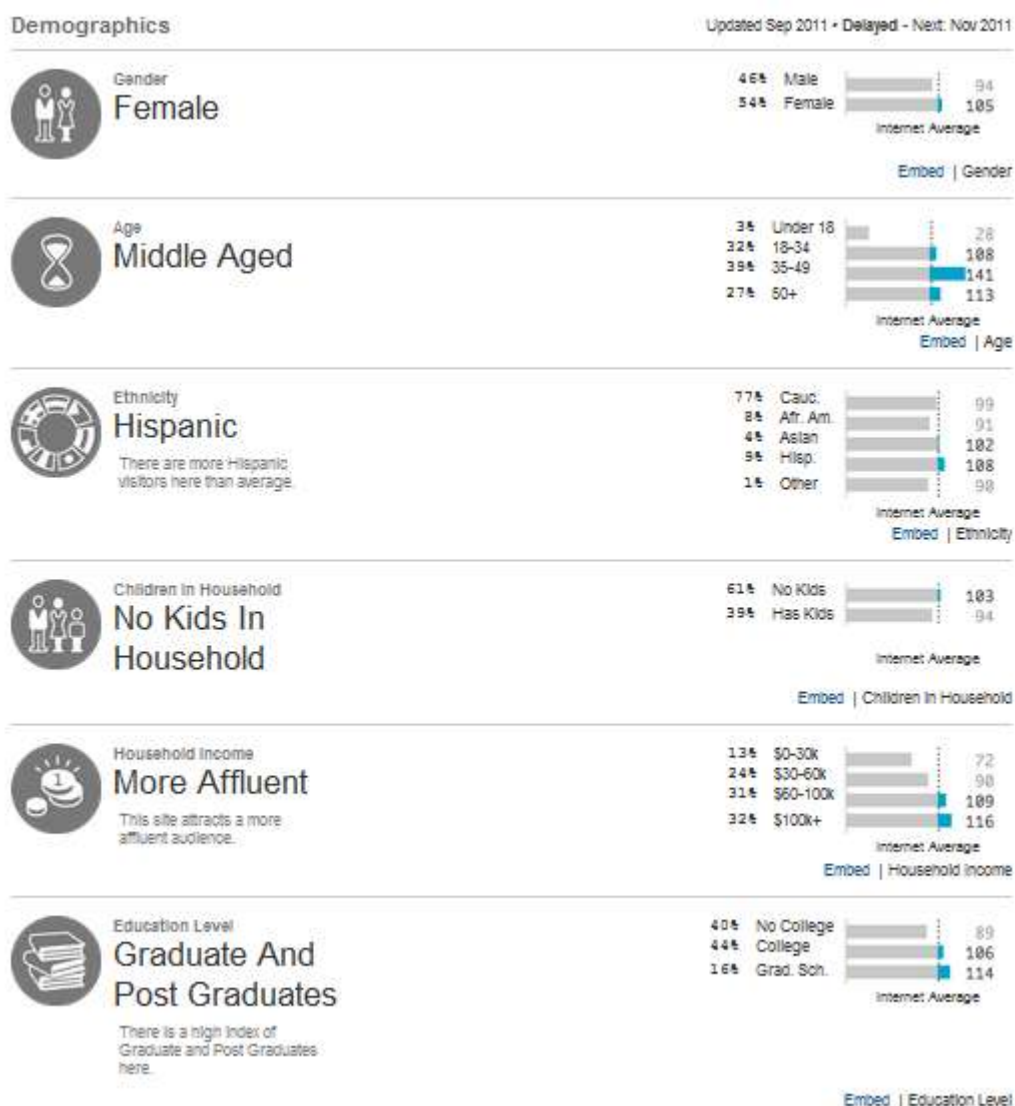
1.	<a href="#">Canada</a>	100
2.	<a href="#">United States</a>	80
3.	<a href="#">Australia</a>	69

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on reator.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.



## Psychographics (data based on realtor.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

### Audience Also Likes

Updated Oct 2011 • Next: Nov 2011

Data Source: United States Monthly

	Affinity	
Real Estate	21.7x	<div></div>
Home Decor & Design	6.3x	<div></div>
Travel News & Info	5.2x	<div></div>
Home & Gardening	3.8x	<div></div>
Parenting	3.6x	<div></div>
Car Rental	3.6x	<div></div>
Home/Family	3.4x	<div></div>
Pets	3.4x	<div></div>
News/Information	3.4x	<div></div>
Music/Radio	3.4x	<div></div>
Science/Nature	3.3x	<div></div>
Politics & Commentary	3.3x	<div></div>
Fashion/Cosmetics	3.2x	<div></div>
Bridal	3.2x	<div></div>
Maps	3.2x	<div></div>

## **Frequently Asked Questions**

- What is real estate investing and is it good to invest in it?
- Any really good real estate investing programs that make sense for this market?
- What is the most easiest way to get into real estate investing?
- What does it take to get into real estate investing?
- How can i find funding through grants or loans for real estate investing?
- I want to get into real estate investing, should i work at an hourly job or a commissions sales job with goals?
- How to get start in real estate investing?
- Where would you suggest getting started in real estate investing, greater chicago land or greater grand rapids?
- Is there any organization out there that can teach me real estate investing ?
- What do i stand to gain by investing in real estate?
- Is it really possible for me to start real estate investing from outside the state you want to invest in?
- Where can i get real estate investing info?
- Is there money to be made in real estate investing in this market?
- Where can i get good designs for a real estate investing website?
- Where do i start if i'm brand new to real estate investing?
- What are your top 5 challenges in investing in commercial (or residential) real estate?

- Can anyone recommend some good real estate investing / personal finance books?
- How can i get started in real estate investing?
- Anyone knows where i can get a good real estate investing website?
- What is the best way to protect your assets in residential real estate investing?
- Can anyone explain how probate real estate investing works?
- What do i need to know to start my real estate investing?
- What do i need to know to start my own business in real estate investing?
- How do i get into real estate investing within a major company?
- What are some good books or web sites to teach me how to get started in real estate investing?
- Would a minor in finance help me in the field of real estate investing?
- How can i get started with real estate investing?
- Should i not waste my time doing the stock market/real estate investing?
- Should i incorporate in delaware or my home state (ny) for my real estate investing business?
- Real estate investing / owning rental property - how do i get started?
- Getting started in real estate investing at a young age?
- Best way to start investing in real estate?
- I have a question about real estate investing. It has to do with rental property. Can u help?
- How to get interested prospects for real estate investing?



- How can i get a bank loan for real estate investing.?
- Does anyone know people who want to get into real estate investing and doesn't know where to start?
- Is there anyone that has a class or course that can help me as i get into real estate investing?
- Which area is best for real estate investing ?
- What are some great books for real estate investing?
- I was wondering if anyone has done real estate investing with the "no money down approach?" how does it work?
- What is the best option for real estate investing for a novice to get started?
- How can i get started in real estate investing without much money?

## **Problems & Frustrations**

- **Don't know how to become a property investor**

How do you become a property investor when you don't have savings set aside. The credit is not so good and funds are low, but we really want to get involved in buying properties and renting them out, how can we get started?

- **Want to save cost of hiring a realtor**

Someone approached me to sell his 4-unit apartment complex to me. Before I even consider making a bid, I want to do my own research of his complex to find whether there were any shady work/remodel being done without permit by unlicensed contractors in the past, and I also want to know about any of its hidden dirt in the past. How do I do it? I am trying to save the cost of hiring a realtor.

- **Not enough money for downpayment**

I recently got into Real Estate investing. My current situation I see great starter Investment property. Going for 300k, I currently own my home, was going to take out equity loan to fund my down payment for property but as you know housing prices have gone down so I'm now upside down on property; so that option out. I looked at my 401k have the funds there but don't want to touch it. I would be able to save up for house down payment in year.. but sure property will be sold by then. Does anyone know of any other options I could look into?



- **Unsure of figures to use**

When doing my analysis of a property, rental income is easily verifiable as well as property taxes, the cost of insurance, etc. However, I'm not sure what figure to use for repairs/maintenance as it can vary depending on what breaks down. I'm looking in the Denver area and a lot of the buildings are fairly old (50+ years). Even though they may have a solid rental history, budgeting for repairs makes me nervous.

- **Don't know how to starting real estate investing**

I just recently went to a real estate seminar a few days ago. Although, they eventually were trying to sell their "real estate investing" program, they did introduce a new concept to me. Pre-foreclosure and short sales. This of course did seem too good to be true. Does anybody else have any good experience with these two types of transactions? Also, I plan on visiting my local County Recorder Office to try and find a list of properties that are Noticed for Default. Would this be a good approach to finding properties below market value? How about using online listings such as foreclosure.com? I am also thinking about calling some agents next week, however there are just so many in the Bay area (california) that I just don't know who to start with. Thanks for any advice.

- **Unsure of tax implications**

I need some help understanding the tax implications of real estate investing. I'm thinking of buying a house and renting it out: The mortgage, hoa fees, escrow, etc would be around \$2200/mo. I could rent it for \$1800/mo (have a renter lined up) That leaves a \$400 gap per month. Would I make that up in tax savings? If someone could explain the tax benefits and perhaps point me to a site with a few examples that would be very helpful!

- **Problems affording first investment property**

I just bought my first home in may of this year. I'm looking to purchase my first investment property as soon as possible. I've talked to a few lenders, but it seems my debt to income ratio is quite tight because of my first mortgage. I'm living in the house and renting it out to friends as well. My monthly rental income is \$1350 and my mortgage payment is \$866. But the banks aren't able to count this income on my debt to income ratio. What's my best options for getting approved for financing? How much of potential rental income on the new investment property could they use for my ratio?"

- **New to real estate investing**

Pretty green to real estate investing. I've done 1 flip, 1 under contract and purchased a slew of tax liens and am looking to purchasing properties at county auctions? My questions pertains to a deal from a tax lien list held by a company for property in NYC. It is a 3/2 condo in Queens. Currently, the market has similar units selling for 290K. Starting bid for this is 70K. Those in the RE game think that I'm pulling their leg and have called me a liar and think I'm trying to scam them with this opportunity (it's sad to know that you have access to information like this and no one believes you). This company will take bids up to 8/18. Do I place the bid now and hope to get funding? I'm afraid of either missing this opportunity or not being able to bid again with this company.