Investor Strategy Guide

Key numbers, property types, and questions to ask before you grow your portfolio.

Whether you're adding your first rental property or growing an existing portfolio, smart investing starts with knowing what to look for — and what questions to ask before you buy.

Key Numbers to Know

- [ ] **Cash flow** — monthly income after mortgage, taxes, insurance, and expenses.
- [ ] **Cap rate** — net operating income ÷ property value; helps compare properties.
- [ ] **Cash-on-cash return** — annual cash flow ÷ total cash invested.
- [ ] **Comparable rents** — what similar properties in the area actually rent for.
- [ ] **Vacancy and maintenance reserves** — budget for the months a unit sits empty or needs repair.

Property Types to Consider

- [ ] **Single-family rentals** — easier to manage and finance, broad tenant pool.
- [ ] **Small multi-family (2–4 units)** — multiple income streams under one roof.
- [ ] **Land and acreage** — longer-term appreciation or future development play.
- [ ] **New builds** — lower maintenance early on, often with builder incentives.

Before You Buy: Ask Yourself

- [ ] **What's my strategy?** Buy-and-hold, flip, short-term rental, or long-term appreciation?
- [ ] **What's my financing plan,** and how does it affect my monthly cash flow?
- [ ] **Who will manage the property,** and what does that cost?
- [ ] **What's my exit strategy** if the market shifts or my goals change?

Why Local Market Knowledge Matters

Growth patterns, rental demand, and appreciation vary block by block, not just city by city. Working with someone who tracks North Texas trends closely — new development, employer growth, school ratings, and pricing shifts — helps you invest with strategy instead of guesswork.

Ready to run the numbers on a specific property, or want a market-by-market breakdown? Schedule an Investor Strategy call and let's talk through your goals.