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# WORKING WITH REAL ESTATE INVESTORS:

## UNDERSTANDING INVESTOR STRATEGIES

Unlike most owner-occupied homebuyers, real estate investors enter the market to make money. By learning about investor motivators and criteria, you'll be in a better position to help your clients navigate this asset strategy.

Working with Real Estate Investors examines investor goals and strategies, different investment property types, key financial considerations, and your role in locating, negotiating for, and marketing investment properties.

### COURSE HIGHLIGHTS

-  An overview of residential and commercial investment property types
-  Financial factors that influence investor decisions, including depreciation, 1031 tax exchanges, and cash flow
-  Tips for locating and marketing investment properties
-  Activities and scenarios to provide real-world context for course content



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