



# The Perfect REI Market

## Criteria Checklist

Hey There!

Are you looking to find your perfect real estate investment market?

Well, you're in the right place! My students and I use a variety of criteria to validate cash-flowing residential rental property markets all around the United States.

These criteria help us assess the potential profitability and stability of an investment so you can find your perfect rental market!

We don't just want properties to cashflow today, we need them to cashflow 10, 15, 20 years into the future.

Why?

Because! Residential rental properties are the ticket to our retirement and we want to make sure our properties and rents will hold their value into our old age. This checklist will get you started towards financial freedom stat!

 Casey



brickbybrickwealth



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If you want a perfect out-of-state rental market, you need to be considering these criteria before making your decision:



### JOB MARKET

Strong job growth and a low unemployment rate are indicators of a healthy rental market. Investors look for areas with diverse industries and a growing job market.



### POPULATION GROWTH

Areas with population growth tend to have increased demand for rental properties. Look for cities and regions experiencing steady population increases.



### RENT-TO-PRICE RATIO

Investors calculate the rent-to-price ratio by dividing the average monthly rent by the median home price. A higher ratio suggests better cash flow potential.





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### CAP RATE

The capitalization rate measures the property's potential return on investment. A higher cap rate indicates better cash flow. Investors typically look for cap rates above a certain threshold based on their risk tolerance.



### CASHFLOW

This metric focuses on the gross rental income after expenses. This is the best metric to use when analyzing residential rental properties.



### VACANCY

Low vacancy rates indicate high demand for rental properties. Investors prefer markets with lower vacancy rates, as it reduces the risk of extended vacancies.



### PROPERTY TAXES

High property taxes can significantly impact cash flow. Investors look for areas with reasonable property tax rates.



### LOCAL REGULATIONS

Understanding local landlord-tenant laws and regulations is crucial. Some areas have more tenant-friendly laws, which can affect your ability to manage the property and evict tenants if necessary.





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### SCHOOL RATINGS

Properties in good school districts tend to attract more stable and long-term tenants, which can lead to better cash flow and appreciation.



### CRIME RATE

Lower crime rates generally lead to more desirable rental markets. Safe neighborhoods often have higher demand and can command higher rents.



### DISTANCE TO EMPLOYMENT & DESIRABILITY

Access to public transportation, shopping centers, parks, and other amenities can increase the attractiveness of a rental property and influence rent levels.



### RENT APPRECIATION

Analyzing historical rent data and talking to local experts can help predict future rental income trends in a specific market.



### EMPLOYMENT OPPORTUNITIES

Markets with a diverse economy tend to be more resilient during economic downturns.





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### APPRECIATION RATE

While cash flow is essential, investors also need to consider the potential for property appreciation over time, which can enhance the overall return on investment.



### LOCAL ECONOMIC GROWTH

Pay attention to economic indicators like GDP growth, unemployment rates, and consumer confidence, as they can impact the rental market.

These criteria provide a comprehensive framework for real estate investors to assess the viability of cash-flowing residential rental property markets in the United States. Keep in mind that the importance of each criterion may vary depending on your investment goals and risk tolerance. Conduct thorough research and due diligence before making any investment decisions.

**If you would like help and more guidance on choosing a perfect market that suits YOUR investment needs, consider joining my coaching program, Success with Rental Properties where I hold your hand the whole way through!**

Learn more about getting coaching [here!](#)





## YOU CAN get your 1st rental property successfully!

I have helped thousands of new investors. Here are just a few of my students who have bought their first rental property in my coaching program, **Success with Rental Properties!**

[Learn more about getting coaching here!](#)

Maryann closed on her 1st out of state rental property! She lives near Sacramento and bought in Kansas. Her property meets the 1% rule! She bought a 2/1 for \$95k and it is renting for \$900/mo. Since joining the program she has gone on to partner with another student and buy a mid term rental out of state!



Natasha & Fred bought a house hack duplex in New Jersey. They beat out 7 other offers by using a Buyer Letter per my recommendation.

Now they receive \$2,500 per month in NET cashflow- whoa!

They are also Renting out her mom's house and making \$947 per month cashflow with that property as well!



Adam lives in Raleigh, NC and he bought his 1st rental in Montgomery, AL for \$119k. It was a 3/2 and rent-ready. He used his HELOC for the down payment and received in \$2700 seller credits! He now has a cashflowing rental and plans to buy 2 more next year!