How to be the best agent for real estate investors

As a real estate agent, you run into many different types of clients: first-time homebuyers, downsizing retirees, relocating families and the often-dreaded investor clients. I'm sure every agent can remember the first few calls they got from investors. Someone wanting to buy multiple properties a month? Paying cash for all purchases? Easy commissions, right? I'll be rich in no time! Goodbye Toyota, hello Mercedes. In most cases, that is not how it plays out. These self-claimed cash investors don't buy many (or any) houses after hours of work on your end. They suck up more time than they are worth, and much like a hard night of drinking, you swear never to do it again. Been there before? As a licensed investor, I want to help you figure out how to get the most (or at least something) out of your investor clients. Below are five tips that will help you actually make money when working with this clientele. Think like an investor I've had agents send me "deals" on homes t...

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