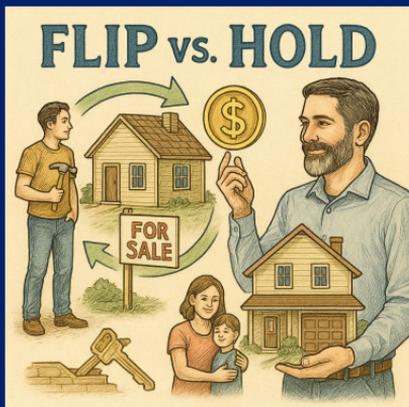


HOME BUYING GUIDE: **FLIP VS. HOLD INVESTMENT STRATEGY**

Deciding between flipping and holding real estate in Sacramento requires understanding personal investment goals and the current market landscape. Flipping properties can provide rapid returns if you have a good grasp of market timing and renovation skills. This strategy thrives in rising markets but might falter if property values drop, and requires managing high transaction costs and renovation efforts.

On the other hand, holding properties offers long-term appreciation, tax benefits, and steady cash flow through rentals. It suits those with patience and resources for management and initial investments. Combining both strategies allows for a balanced portfolio, maximizing returns while mitigating risks. By assessing market conditions and aligning them with your financial objectives, you can choose the optimal approach to fit your real estate goals.



-  Quick returns possible in rising markets with flipping.
-  Flipping requires renovation skills or partnerships.
-  Holding offers steady cash flow from rental income.
-  Appreciation potential makes holding appealing over time.
-  Combining strategies hedges against market volatility.



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