



**To:** HousingAlerts.com Active Members

**From:** Ken Wade

SUBJECT: The NEW House Value Finder Tool

We've just rolled out a new tool for PRO members that's taken more than 10 years to perfect!

It's unprecedented in the REI industry for **3 main reasons**:

- You can now find the median home value for any county, zip code, or neighborhood, with the click of a mouse.
- You can find the lowest cost properties in HOT appreciating markets.
- You can price your deals better than competing investors in any market.

### **1) Find The Median Home Value For Any County, Zip Code, or Market Instantly**

Have you ever wanted to find the median home value of a county or zip code before? How about a specific neighborhood?

It's now possible with a simple click of the mouse, anywhere in the entire United States with our House Value Finder tool!

Investors often calculate the median home value of a county or zip code because they can get a baseline pricing index for deals in any given

market... but now they can even find median home values for specific neighborhoods!

This means you'll know exactly what homes should be selling for, before you decide to invest.

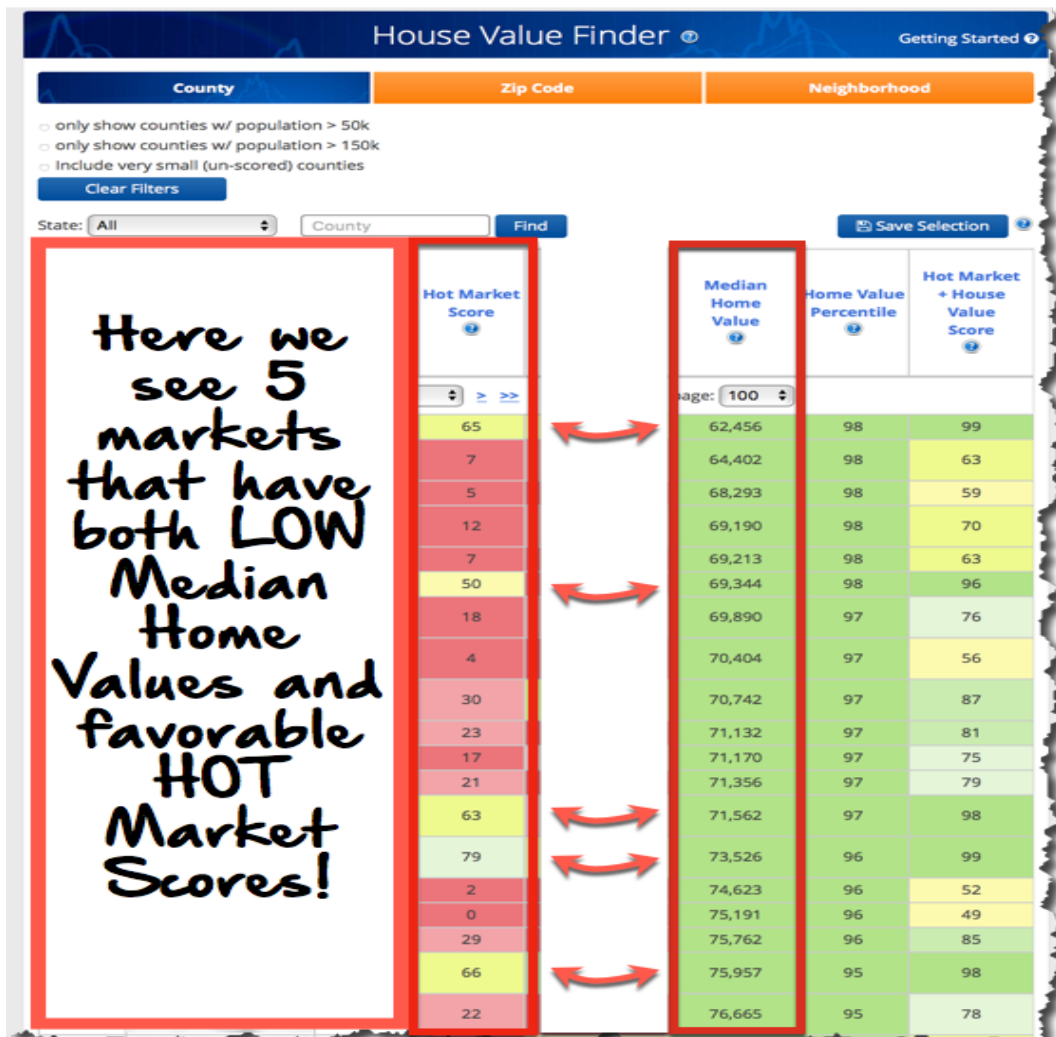
In this column you can view the median home value for any county, zip code, or neighborhood!

	County	Zip Code	Neighborhood	Median Home Value	Home Value Percentile	Hot Market + House Value Score	
1		27,548	65	50	62,456	98	99
2		10,362	7	26	64,402	98	63
3		23,011	5	4	68,293	98	59
4		24,296	12	30	69,190	98	70
5		17,429	7	7	69,213	98	63
6		27,469	50	15	69,344	98	96
7		26,688	18	22	69,890	97	76
8		72,849	4	5	70,404	97	56
9		17,305	30	69	70,742	97	87
10		11,008	23	10	71,132	97	81
11		13,885	17	33	71,170	97	75
12		23,236	21	0	71,356	97	79
13		17,748	63	36	71,562	97	98
14		27,505	79	59	73,526	96	99
15		16,547	2	0	74,623	96	52
16		10,000	0	4	75,191	96	49
17		19,518	29	3	75,762	96	85
18		18,278	66	85	75,957	95	98
19		24,378	22	8	76,665	95	78

## 2) Uncover Low Cost Properties In Hot Appreciating Markets

When we created the House Value Finder tool, we were fully expecting to see what we already knew- that lower cost homes (as a whole) are cheap because they're in crummy markets.

We were right, but what we found is that there's some markets that have BOTH low prices, yet are still in HOT appreciating markets!



This information is a Gold Mine for investors... especially those that like to target lower-cost markets.

With this new tool, you can now easily find LOW COST properties in HOT APPRECIATING markets, nationwide.

### **3) Price Your Deals Better Than The Competition**

If you're currently having a hard time finding good deals in your marketplace, it's probably not because there aren't any good deals to be had.

There's plenty of good deals, as long as you know how to price them.

For example, if you use a 35% discount rate as a baseline for investing, you have to first understand everything that's going on with the micro market before you can decide if that discount makes sense or not.

In crummier markets where you'll have trouble unloading your properties... you're taking on greater risk. Therefore, you should try and acquire properties in crummier markets at a greater discount than the 35% example.

On the flip side- if you're targeting properties in HOT markets, you can accept less of a discount in order to land your deals because your property will have a greater chance to appreciate (which is why you may see other investors scooping up deals in your area with less of a discount than you've been taught to be acceptable).

You've probably been led to believe that the discount rate is static, and can be used across all markets.

This is categorically false.

For crummier markets, you should consider getting more of a discount because you're taking on more risk.

For better markets, you can take less of a discount because you're taking on less risk.

Here's an example table that shows how you can use the Hot Market Score to price your deals:

Discount Rate	Hot Market Score
45 - 50%	0 - 10
45%	10 - 20
40 - 45%	20 - 30
40%	30 - 40
35-40%	40 - 50
35%	50
30-35%	50-60
30%	60-70
25 - 30 %	70 - 80
25%	80 - 90
20 - 25%	90 - 100

In this example, the Hot Market Score on the right is providing an indication of what the discount rate on the left should be.

**Note: This table is not a hard-and-fast rule. It's simply showing you an example of**

how you can use the Hot Market Score along with the House Value Finder to make certain you're getting enough reward for the amount of risk you're taking on the property you're investing in.

## Here's how to access and use the House Value Finder tool:

#1) If you're a PRO account user, jump into your membership dashboard and access your tools. Select the House Value Finder tool.



#2) Select county, Zip Code, or Neighborhood depending on how granular you want to drill down.

The screenshot shows the 'House Value Finder' interface. At the top, there are three tabs: 'County' (selected), 'Zip Code', and 'Neighborhood'. Below the tabs are three radio button options: 'only show counties w/ population > 50k', 'only show counties w/ population > 150k', and 'Include very small (un-scored) counties'. A red callout box with a white background and black text says: 'Here you can choose the county, zip code, or even local neighborhood!'. Below the callout is a table with 15 rows and 8 columns. The columns represent different metrics, and the rows represent different geographic areas. The table is partially obscured by a red box.

	County	Zip Code	Neighborhood				
1		8,667	92	46	83,306	92	99
2		5,148	94	68	88,488	88	99
3		13,675	82	66	77,256	95	99
4		7,276	90	62	91,019	86	99
5		12,574	85	77	85,933	90	99
6		27,505	79	59	73,526	96	99
7		6,688	94	91	101,334	78	99
8		21,107	94	76	100,590	78	99
9		5,603	86	74	91,742	85	99
10		6,423	82	66	87,117	89	99
11		11,279	83	82	92,254	85	99
12		6,972	77	75	84,376	91	99
13		26,497	89	36	101,927	77	99
14		8,045	75	83	83,545	91	99
15		21,456	89	84	103,520	76	99

#3) You can change the sort based on population size using the radio buttons on the left side to include larger population sizes or smaller sizes.

House Value Finder Getting Started

**County** **Zip Code** **Neighborhood**

- only show counties w/ population > 50k
- only show counties w/ population > 150k
- Include very small (un-scored) counties

Clear Filters

State: All County

Next, you can choose to view the markets based on minimum population size

Rank out of: 2641	Market Name	Population	Prior Year	Score			
1		8,667	92	46	83,306	92	99
2		5,148	94	68	88,488	88	99
3		13,675	82	66	77,256	95	99
4		7,276	90	62	91,019	86	99
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14		8,045	75	83	83,545	91	99
15		21,456	89	84	103,520	76	99



#4) You can sort the list by any criteria you want. We've decided to sort by Median Home Values in the image below, showing us the lower values first.

House Value Finder Getting Started

You can sort the data by each column. Here we've sorted from lowest to highest Median Home Value

Rank out of: 2641	Market Name	Population	Hot Market Score	Hot Market Score Prior Year	Median Home Value	Home Value Percentile	Hot Market + House Value Score
1		27,548	65	50	62,456		99
2		10,362	7	26	64,402		63
3		23,011	5	4	68,293		59
4		24,296	12	30	69,190		70
5		17,429	7	7	69,213		63
6		27,469	50	15	69,344		96
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10		11,008	23	10	71,132		81
11		13,885	17	33	71,170		75
12		23,236	21	0	71,356		79
13		17,748	63	36	71,562		98
14		27,505	79	59	73,526		99
15		16,547	2	0	74,623		52
16		10,000	0	4	75,191		49
17		19,518	29	3	75,762		85
18		18,278	66	85	75,957		98
19		24,378			76,655		

#5) Once we've sorted by Median Home Values, a handful of 'gems' show up in the Hot Market Score column.

See below:

House Value Finder Getting Started

County Zip Code Neighborhood

- only show counties w/ population > 50k
- only show counties w/ population > 150k
- Include very small (un-scored) counties

Clear Filters

State: All County Find Save Selection

Rank out of: 2641	Market Name	Population	Hot Market Score	Hot Market Score Prior Year	Median Home Value	Home Value Percentile	Hot Market + House Value Score
1			65	50	62,456	98	99
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The Markets in positions 1, 6, 13, 14, and 18 all have good or great Hot Market Scores, while at the same time being some of the cheapest markets in the country!

Those markets are your goldmines!

Why?

Because you can now target the lowest cost properties in the US that are in HOT and thriving markets!

This is unprecedented because you don't need to compile heaps of data to uncover the most attractive investment markets for low-cost investors...  
***we've done it all for you!***

If you're a HousingALerts member and would like to upgrade to a PRO account, you can contact Customer Support at (800) 210-0667 to upgrade your account today!