



PRESS RELEASE

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New Program Enables Homeowners to Benefit From Home Flips

Flip Your Home connects investors to home-sellers-in-need to fix & sell their home for top dollar.

After years of watching distressed homeowners get cut out of the home flipping investment model due to lack of understand of the true potential value and real estate expertise, Flip Your Home (FYH) offers a chance for the seller to make money during the flip process too. The seller no longer has to sell for cash at lowest market value. In FYHs model, the seller remains the owner of the home through the renovation process, an investor only contributes money for the upgrades (there must be equal or greater equity in the home), contractors fix the home, realtors sell it, and the profits above the appraisal-in value and costs are divided between the investor and seller.

CASE STUDY: One client was an elderly woman that needed to go into a long term care facility. Her home had a lot of deferred maintenance and couldn't qualify for a loan due to hazards on the property. This home had two all-cash offers between \$325,000 and \$350,000 from investors that wanted to flip the home. Instead Flip Your Home found an investor that paid \$30,000 to upgrade the property and the home got an offer for \$520,000. By letting FYH take care of the project the homeowner walked away with \$90,000 more in 3 months time. <http://www.flippingyourhome.com/#!/case-study1/c1vud>

The homeowner increased her profits by \$90,000 from the home in 3 months. The investor was able to invest with less money (\$30,000 instead of \$325,000 for home and \$30,000 for upgrades and \$60,000 for 2 sets of closing fees), less time (one closing and more desirable home to sell) and can diversify their investments. The contractors got a job. The realtor sold a more valuable, nicer home to a family. Only one transaction was needed shortening the time and expense of two closings. Everyone wins.

This process breaks the cycle of the original homeowner getting cut out of the deal. Sellers make more money on the house they have spent their life paying for and have a larger nest egg to move onto their next phase of life.

About

- Flip Your Home is conceived by Realtor Heather Leikin of Partners Trust
- After years of helping investors with successful home flips, the loss the homeowners were experiencing was obvious and Flip Your Home was born
- Satisfies needs in the market for vetted market experts advising distressed homeowners for free
- Supplies projects and jobs to contractors, designers, realtors and investors
- All transactions are vetted for win-win outcomes. Each is individually negotiated and no profits are guaranteed.

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