

Emerging Real Estate Markets and How To Use Them

By David Seymour

A recent CNN Money report highlighted how, at the height of the housing slowdown in the USA, there were ten real estate markets in the United States that were defying all downwards trends in the national economy and were booming.

These were, even in the reporting comments of CNN, domestic emerging real estate markets. Domestic emerging real estate markets, as the name suggests, dance to their own tune. This means they are totally immune to national trends and even in the worst downturn in the market can prove highly rewarding. With deals made much faster than in a normal market and with profit margins much higher, provided, of course your timing is right.

Real estate investors who know their market are always on the lookout for domestic, emerging real estate markets because there is a lot of money to be made in them. The thing is by the time a big media site like CNN reports this the chances are that the domestic emerging real estate market is way past its prime and the pickings to be had are slim indeed (though, arguably always better than the national economy).

Those who come to my seminars, attend my workshops and those who sign up for my real estate investor home-training courses know that the only way to succeed in a domestic emerging real estate market is to spot it early and get in fast and, drawing from my own hands-on experience and successes, I advise them exactly how to best do that.

Having been active in emerging real estate markets myself I know that there are a number of indicators which tell you when such market develops so you get the opportunity to assess it first, analyse its potential and make a decision about whether you will spend time and energy becoming involved, or not.

The reason emerging real estate markets happen all the time is that the economy, irrespective of what it does on a national scale, never stands still. At a micro-economic level it is constantly developing. Money is always on the move and, if you are serious about succeeding within your chosen field, you will need to understand exactly what it is that drives it and put in place the kind of tripwires that will automatically alert you the moment anything breaks.

Real estate investing as a career can be totally rewarding, recession-proof and a one-way ticket to riches and total financial independence. You do however have to learn to work smarter rather than just harder and make the kind of decision that are based on hard facts instead of following band-wagon trends. Then you will simply not fail at succeeding.

To the real estate investor looking to make big money fast a domestic emerging real estate market is akin to finding a pot of gold at the end of the rainbow. The normal supply and demand and the speed at which real estate deals are closed there is magnified several

orders of magnitude of what the 'norm' would be and, as a result, there are large profits to be made.

Emerging real estate markets never follow trends. It is possible, if you get in at the wrong time in one, to see falling demand and falling process with soaring operating costs while the economy at large may be booming and, by the same token, it is possible to close many deals, make huge profits and still have a lot of steam left in the market just when the economy at large is mired in a slump.

It is exactly this nature of emerging real estate markets to defy national trends that makes them both desirable and, when improperly handled, dangerous for the inexperienced real estate investor who does not fully understand their dynamics. The trick, if we can really use this word for a professional market assessment, is to be able to identify when a domestic emerging real estate market breaks and just how robust it is in terms of its potential development.

It is at this stage, precisely, that the real estate investor begins to really earn his money. Even before a domestic emerging real estate market breaks the real estate investor worth his salt will have put in place all the information channels necessary to help him find the market the moment the early signs show up such as a rise in population, heavy industry investment in a particular area closely followed by local government and even Federal government investment which means that there is a lot of cash suddenly floating about looking for a home.

It is these conditions that help to create the necessary momentum that fires up a domestic emerging real estate market where the normal direction of the national economy and its macroeconomics no longer matter. Of course identifying and assessing domestic emergent real estate markets takes a little more than this and I cover in detail, in my courses, all the skills you need. The point though is that it is not rocket science.

Almost anyone can learn to apply the techniques provided they are willing to work hard, pay attention to detail and be prepared to move within the right time and at the right speed. Time and timing are the winning ingredients in making the most in a domestic emergent real estate market and in real estate investing in general the rest is the sheer willingness to succeed which I assume you have otherwise you would not be reading this right now.

David Seymour has been Involved with RE Mentor for the past 2 years. As an organization, RE Mentor has successfully been investing in single-family homes and apartments for the last eight years. Collectively RE Mentor now owns over 5,836 units around the US.