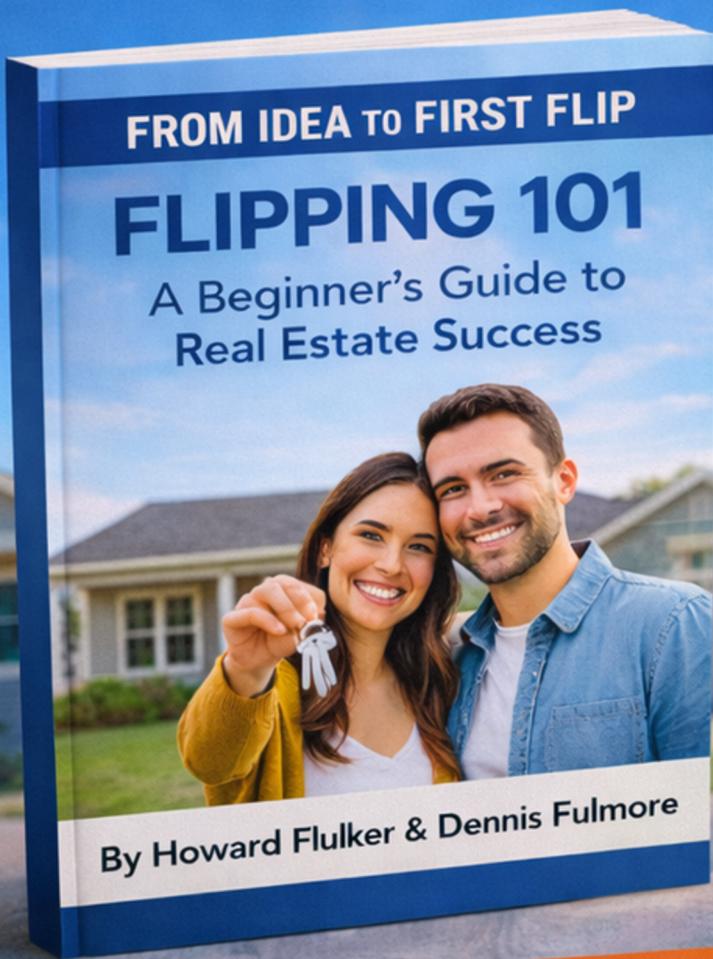


LEARN HOW TO START AND FUND YOUR FIRST FIX & FLIP



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The Fix & Flip Academy

Table of Contents

1. Introduction — The Dream Starts Here
2. Chapter 1 — Understanding the Fix & Flip Model
3. Chapter 2 — Building the Investor Dream Team
4. Chapter 3 — Laying the Foundation
5. Chapter 4 — Funding Your First Flip
6. Chapter 5 — Finding Deals Like a Pro
7. Chapter 6 — Managing Rehab Like a Project Manager
8. Chapter 7 — Selling for Top Dollar
9. Chapter 8 — Scaling Into a Real Business
10. Bonus Content
11. Is house flipping still profitable in 2026?
12. Call to Action & About the Authors



INTRODUCTION

Introduction — The Dream Starts Here

Fix-and-flip investing has transformed ordinary people into full-time real estate entrepreneurs. You don't need a license or to be wealthy — you need a plan, a team, a deal, funding, and execution.



UNDERSTANDING THE FIX & FLIP MODEL

Chapter 1 — Understanding the Fix & Flip Model

Flipping is about math and systems. Profit Formula: ARV – (Purchase + Rehab + Holding + Closing Costs) = Net Profit. 70% Rule ensures profit margins. Great flips have cosmetic repairs, high demand, and strong comps. Case Study: Purchase \$165K, Rehab \$38K, ARV \$265K → Profit \$50K.



Chapter 2 — Building the Investor Dream Team

Core team: Realtor, Contractor, Inspector, Lender, Insurance Agent. Secondary team: Engineer, roofer, plumber, electrician, stager, photographer. Vet contractors through licensing, references, timelines, written bids. Avoid red flags like large deposits or no contract.

LAYING THE FOUNDATION



Chapter 3 — Laying the Foundation

Build an investor identity—business name, website, logo (optional). Study neighborhood trends, DOM, repair costs. Your Buy Box defines exact deal criteria. Track deals in a spreadsheet: Purchase, Rehab, ARV, ROI, timeline, bids, notes.

FUNDING YOUR FIRST FLIP



Chapter 4 — Funding Your First Flip

Funding options: Hard Money: 80–90% purchase, 100% rehab. Private Money: 8–12% interest, fast, flexible. Partnerships: 50/50, 70/30, equity, profit share.

FINDING DEALS LIKE A PRO



Chapter 5 — Finding Deals Like a Pro

Top deal sources: MLS, wholesalers, pre-foreclosure, probate, driving for dollars, tax liens, expired listings, direct mail, online investor groups.



Chapter 6 — Managing Rehab Like a Project Manager

Milestones: Demo, rough-in, framing, inspections, drywall, paint, kitchen, flooring, punch list. Avoid overruns with written contracts, weekly inspections, staged payments. Top upgrades: paint, flooring, curb appeal, lighting, kitchens, baths.

SELLING FOR TOP DOLLAR



Chapter 7 — Selling for Top Dollar

Stage main rooms. Staging increases value by 6-10%
Price just under comps. Use professional photos.
Consider selling to landlords for quick closing. Use
professional photography.

SCALING INTO A REAL BUSINESS



Chapter 8 — Scaling Into a Real Business

Create repeatable systems for leads, deals, contractors, sales, marketing. Build business credit: LLC, EIN, vendor accounts, credit cards. Long-term strategies: BRRRR, rentals, multifamily, private lending.

BRRRR = Buy, Rehab, Rent, Refinance, Repeat

Bonus Content when you join our Academy

Includes:

- Flip Analyzer Spreadsheet,
- Scope of Work Template,
- Contractor Agreement,
- Direct Mail Templates,
- Pre-Foreclosure Scripts,
- Direct access to funding sources
- How strategic partnerships can jumpstart your business
- Includes a free MacBook air
- A one year Subscription to software that will help you find potential deals and skiptrace to find owners. A \$800 dollar value, included free
- 30-Day Flip Action Plan, Coaching layout.

Is House Flipping Still Profitable in 2026?

The average gross profit for house flips in 2025 is about \$66,000.

The average time to flip a home is around 166 days.

The average flipper makes around six figures.

Let's take a look at more house flipping statistics and what you can expect to encounter in this

1. What Is the House Flipping Average Profit?

Just how lucrative is an average house flip? We crunched the numbers to figure it out.

The good news? Current research does indicate that house flippers are making a decent profit.

Research published by the Statista Research department revealed an average gross profit of \$66,000 in 2023. The 2023 average gross profit was a minor decrease from previous years due to the cooling down of the real estate market. In 2021, this number was closer to \$75,000.

But how are house flippers faring now?

The numbers have actually risen when it comes to real estate investing and flipping.

ATOMM estimates that the average gross profit in the second quarter of 2024 is about \$73,500. This is a substantial increase, even if it hasn't reached the same heights as previous years.

Take Action today

enrollment is limited in order to:

- Maintain high-quality coaching
- Ensure students get real support
- Keep live calls effective and interactive

When seats are filled, enrollment closes

SCALE INTO A REAL BUSINESS

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About the Authors

Howard Fluker: Former Realtor, 20+ years experience with fix & flip investors. Dennis Fulmore: 20+ years hands-on contractor & active fix & flip investor, and other team members.