



Investment Income



Front Elevation



Buy-to-let investors

Buy-to-let is a popular model for many investors because of the potential for a stable, passive monthly income covering the mortgage payments. In fact, many developers advertise their new residential projects as investment-worthy and attractive to tenants in order to attract these investors.

These investors need to ensure that the expected monthly rent exceeds expenses such as tax, mortgage payments, tenant management, and occasional renovations.

What they look for: properties with high yield, stable tenants or potential tenants, existing infrastructure, in areas with a positive long-term outlook.

Growth Factors & Opportunities:

Population Growth: Sebring's population has been projected to grow, indicating a potential increase in housing demand and a need for local businesses.

Tourism: Sebring International Raceway and the surrounding area attract visitors, supporting the local economy and presenting opportunities in hospitality, entertainment, and related services.

Sebring Regional Airport: Investments and infrastructure improvements at the airport can attract aviation-related businesses and support the local economy.

Lower Cost of Living: Housing and overall living costs in Sebring are lower than the national average, potentially attracting new residents and businesses.

Retiree-Friendly Policies: Florida's lack of state income tax and favorable tax policies for retirees can attract retirees and related businesses.

HGTB's Hometown Takeover: The recent HGTV show has brought increased attention and investment to Sebring, potentially stimulating further growth and development.



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Floor Plan



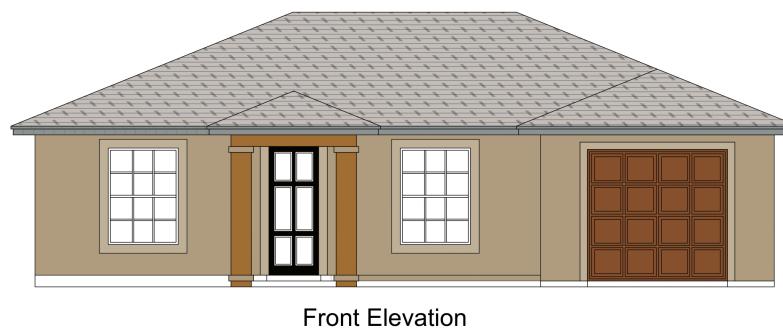
First-time Buyers

Buying a house is a financial goal for a lot of people. Many countries have favourable mortgage or tax policies for first-time buyers to sponsor their initial foray into homeownership.

Although first-time buyers are not necessarily naïve given the amount of information available online, they lack direct experience and do appreciate expert advice from agents. Being their trusted advisor is a great way to build relationships and progress towards the deal.

What they look for: usually small to medium properties in a reasonable price range, as they are just getting on the property ladder. Also, transportation to the city center or business district is usually a large factor as these buyers tend to be in the early to mid-stage of their careers.

How to prepare: be ready with information regarding government incentives, possible mortgage providers, price trends, local repair company information, and anything else that will make the new buyer feel more at ease.



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Floor Plan

Downsizers

Yes, people can move up or down the property ladder. For individuals or couples in a stage of life where career is no longer a factor and children have left the nest, the big space or urban location near schools and offices may not seem as important anymore. Instead, these buyers look to enjoy their regained flexibility in a smaller, quieter space that fits their future lifestyle more.

Downsizers obviously enjoy financial benefits: mortgage, insurance, utilities, repairs, and ongoing expenses are much less. However, do check if they will need to sell their current house before buying the new one, as this may impact the purchase timeline.

What they look for: a humble house that is spacious enough for daily activities and has easy access to public facilities such as parks, food shops, healthcare, etc. Elderly-friendly design is a great value-added feature, as the downsizing buyers tend to look for a place for retirement, too.

How to prepare: focus on aspects of the property that will help the buyer's lifestyle in the coming 10 years. Neighborhood safety, proximity to services, and demographics are also necessary to have on hand.

