

FREE RESOURCE / FLIP ANALYSIS

# FLIP DEAL ANALYSIS CHECKLIST

A practical pre-purchase checklist for evaluating the numbers, assumptions, and risks behind a potential real estate flip.

|                  |                       |               |
|------------------|-----------------------|---------------|
| PROPERTY ADDRESS |                       | DATE ANALYZED |
| ASKING PRICE     | TARGET PURCHASE PRICE | TARGET ARV    |

## 01 PROPERTY + ACQUISITION

- ☐ Ownership and basic property information confirmed.
- ☐ Asking price and target purchase price recorded.
- ☐ Acquisition and closing costs estimated.
- ☐ Taxes and insurance considerations reviewed.
- ☐ Title, lien, permit, code, or zoning concerns investigated as applicable.
- ☐ Inspection or due-diligence period identified.
- ☐ Access, utilities, and obvious site constraints considered.

## 02 ARV + MARKET

- ☐ Recent comparable sales reviewed.
- ☐ Comparables reasonably match location, size, property type, and condition.
- ☐ Renovated sold comparables used where appropriate.
- ☐ Projected ARV is supported by market evidence.
- ☐ Current competing inventory reviewed.
- ☐ Likely resale buyer and price range considered.
- ☐ Expected marketing and sale timeline considered.

## 03 RENOVATION SCOPE

- ☐ Preliminary scope of work created.
- ☐ Contractor estimates or bids obtained where possible.
- ☐ Major systems and visible condition concerns evaluated.
- ☐ Permit requirements investigated when applicable.
- ☐ Labor and material costs included.
- ☐ Demolition, cleanup, and site costs considered.
- ☐ Finish level matches the intended resale market.
- ☐ Contingency included for hidden conditions.

### BEFORE YOU MOVE FORWARD

Verify the assumptions that materially affect the deal. A low purchase price alone does not make a profitable flip.

# RUN THE FULL DEAL

Organize the major project costs below. Every figure remains an estimate until verified through due diligence, contractor bids, market data, financing terms, and actual transaction costs.

|                             |      |                      |
|-----------------------------|------|----------------------|
| PURCHASE PRICE              | \$   | <input type="text"/> |
| ACQUISITION / CLOSING COSTS | + \$ | <input type="text"/> |
| RENOVATION COSTS            | + \$ | <input type="text"/> |
| FINANCING COSTS             | + \$ | <input type="text"/> |
| HOLDING COSTS               | + \$ | <input type="text"/> |
| SELLING COSTS               | + \$ | <input type="text"/> |
| CONTINGENCY                 | + \$ | <input type="text"/> |
| <hr/>                       |      |                      |
| TOTAL PROJECT COST          | = \$ | <input type="text"/> |

|                           |      |                      |
|---------------------------|------|----------------------|
| EXPECTED SALE PRICE / ARV | \$   | <input type="text"/> |
| TOTAL PROJECT COST        | - \$ | <input type="text"/> |
| <hr/>                     |      |                      |
| ESTIMATED PROFIT          | = \$ | <input type="text"/> |

## 04 HOLDING + FINANCING CHECK

- |                                                                                    |                                                                           |
|------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> Estimated holding period recorded.                        | <input type="checkbox"/> Interest expense estimated.                      |
| <input type="checkbox"/> Property taxes included for the expected hold.            | <input type="checkbox"/> Points and lender fees considered.               |
| <input type="checkbox"/> Insurance included for the expected hold.                 | <input type="checkbox"/> Potential extension or delay costs considered.   |
| <input type="checkbox"/> Utilities and other recurring ownership costs considered. | <input type="checkbox"/> Cash required throughout the project understood. |

Educational worksheet only. It does not guarantee profitability. Actual acquisition, renovation, financing, holding, selling, insurance, tax, and market outcomes may differ from estimates.

## PAGE 03 / STRESS-TEST THE ASSUMPTIONS

# DON'T FALL IN LOVE WITH THE PROPERTY. RUN THE NUMBERS.

A projected profit is only as reliable as the assumptions behind it. Before committing capital, consider what happens when the project does not follow the original plan.

## 05 RISK CHECK

- ☐ What if renovation costs exceed the budget?
- ☐ What if permitting, construction, or the sale takes longer?
- ☐ What if financing costs increase or the loan must be extended?
- ☐ What if the property sells below the projected ARV?
- ☐ Is the contingency sufficient for unexpected conditions?
- ☐ Could taxes, insurance, utilities, or carrying costs be higher?
- ☐ Is there a realistic alternative exit strategy?
- ☐ Are the major assumptions supported by actual information?

## 06 FINAL DEAL REVIEW

- |                                                                      |                                                                   |
|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Purchase price verified.                    | <input type="checkbox"/> Holding and selling costs included.      |
| <input type="checkbox"/> ARV supported by relevant sold comparables. | <input type="checkbox"/> Contingency included.                    |
| <input type="checkbox"/> Renovation scope and budget reviewed.       | <input type="checkbox"/> Timeline is reasonably supported.        |
| <input type="checkbox"/> Financing costs included.                   | <input type="checkbox"/> Major risks and exit options identified. |

### READY TO GO DEEPER?

## FLIPPING 101 - \$19.99

Learn the numbers, process, and decisions behind a real estate flip - including deal analysis, ARV, renovation costs, potential profit, holding and selling costs, common mistakes, and basic exit strategies.

**START FLIPPING 101 - \$19.99**

Disclaimer: For educational and informational purposes only. This checklist does not constitute financial, investment, legal, tax, lending, construction, inspection, real estate, or other professional advice. Real Estate With Her does not provide personalized advice or guarantee any outcome.