THE DEVROU FIELD GUIDE™

LESSON 3

Flip, BRRRR, Hold or Sell?

Choose the Right Strategy Before You Move

A strategic guide for homeowners and investors deciding what to do with the property already in their hands.

SELL
When simplicity and liquidity matter most

FLIP
When smart improvements can increase value

HOLD
When the property may become an asset

BRRRR
When the numbers support a repeatable strategy

The DeVrou Field Guide™

A Companion Guide to Coffee Talk with Pamela

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Welcome

Before you sell, renovate, rent, or move on from a property, the better question is not simply, 'What is this house worth?' The better question is, 'What is the wisest strategy for this property?'

> Your property may be more than a place to sell. It may be an asset to steward.

This guide will help you compare four possible paths: sell, flip, hold, or BRRRR. There is not one perfect answer for every property. The goal is to think clearly, protect equity, understand the tradeoffs, and choose the path that supports your larger goals.

The Big Idea

A property decision becomes clearer when you stop asking only what you can sell it for and start asking what it can become.

OPTION 1

Sell

Best when you need simplicity, speed, liquidity, or want to move your equity into another goal.

OPTION 2

Flip / Improve

Best when strategic improvements could increase marketability or profitability before selling.

OPTION 3

Hold

Best when the property may produce income, grow over time, or support long-term wealth building.

OPTION 4

BRRRR

Best when you can buy, renovate, rent, refinance, and repeat with enough equity and discipline.

A Pamela Principle

Good stewardship means looking at what is already in your hands and asking how it can serve your future wisely.

Option 1 - Sell

Selling may be the right move when you need liquidity, want to simplify, or can put your equity to better use somewhere else.

Best For

- A homeowner who is ready to move and does not want to become a landlord.
- A seller who needs access to equity for a purchase, life transition, or debt reduction.
- A property that does not make sense as a rental after expenses, repairs, and risk.
- A situation where time, simplicity, and certainty matter more than future upside.

Ask Before You Sell

- [ ] What would I do with the proceeds after selling? ____________________
- [ ] Am I selling because it is strategic, or because I have not considered other options? ____________________
- [ ] Could this property produce income or appreciation if I kept it? ____________________
- [ ] Does selling support my next best financial step? ____________________

Strategy Note

Selling is not a failure. Sometimes selling is the wisest way to redeploy equity into the next right opportunity.

Option 2 - Flip or Improve Before Selling

Improvements can help a property perform, but only when they are chosen strategically. The goal is not to make the house match your personal taste. The goal is to make the house easier for the right buyer to say yes to.

> Do not renovate because something is pretty. Renovate because it helps the property perform.

Consider Improvements When

- ✓ Buyer objections are obvious and repairable.
- ✓ The neighborhood and price point support a stronger finished presentation.
- ✓ The cost, time, and risk are reasonable compared with the potential gain.
- ✓ The improvements help the buyer see themselves in the home instead of seeing the seller's personal style.

Pause Before Spending If

- You are choosing finishes emotionally instead of strategically.
- You cannot clearly estimate costs, timeline, and likely return.
- The improvement may overbuild for the neighborhood.

Strategy Snapshot

Use this page to slow down the decision. You do not need perfect numbers before you begin, but you do need enough clarity to compare your options.

Question	**Notes**
Current estimated value	
Amount owed	
Estimated repair or renovation cost	
Possible after-improved value	
Estimated rent	
Timeline needed	
Main goal	

Decision Reminder

The same property can be a bad flip, a decent rental, and a strong long-term hold. Strategy changes the conversation.

Option 3 - Hold

Holding a property means choosing to keep it as a long-term asset instead of selling it immediately. This can make sense when the property has strong rent potential, favorable financing, future appreciation potential, or enough equity to support a larger plan.

A Hold Strategy May Fit When

- The property can reasonably cover mortgage, taxes, insurance, maintenance, and vacancy.
- You have reserves for repairs and months when the property may be vacant.
- The neighborhood has long-term demand or growth potential.
- Keeping the property supports your future more than selling it today.

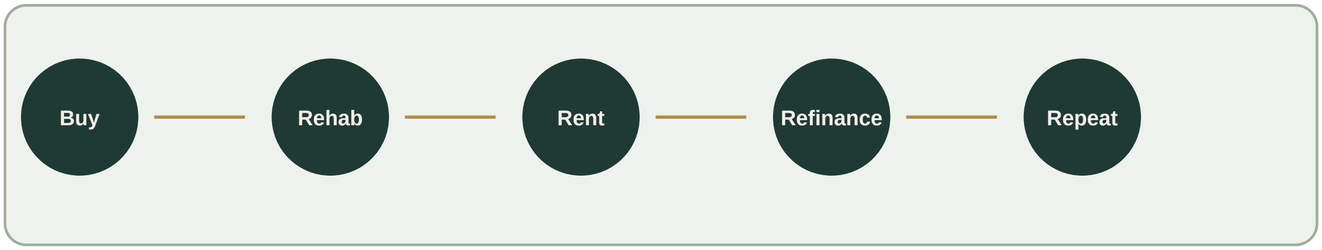
> Sometimes the asset you are looking for is already in your hands.

Questions to Ask

- [ ] Could I rent this property responsibly? ______________________
- [ ] Do I want to manage it myself or hire a property manager? ______________________
- [ ] What reserves would help me hold this with peace instead of pressure? ______________________

Option 4 - BRRRR

BRRRR stands for Buy, Rehab, Rent, Refinance, Repeat. It is a strategy investors use to acquire a property, improve it, place a tenant, refinance based on the improved value, and potentially use recovered capital toward the next opportunity.



BRRRR Requires Discipline

- A purchase price that leaves room for repairs, value creation, and refinance requirements.
- Accurate rehab numbers and enough reserves for surprises.
- Strong rental demand and realistic rent expectations.
- A lender who understands the refinance path before you begin.
- Patience, documentation, and a willingness to operate like an investor - not a hopeful buyer.

Property Decision Planner

Circle or check the statements that best describe your situation.

Step 1 - Identify Your Primary Goal

- ☐ Access equity now ______________________
- ☐ Create monthly income ______________________
- ☐ Build long-term wealth ______________________
- ☐ Reduce responsibility and simplify ______________________
- ☐ Recycle capital into another opportunity ______________________

Step 2 - Identify Your Timeline

- ☐ 0-3 months ______________________
- ☐ 3-6 months ______________________
- ☐ 6-12 months ______________________
- ☐ 1-5 years ______________________
- ☐ Long-term hold ______________________

Step 3 - Identify Your Risk Comfort

- ☐ Low - I want simplicity ______________________
- ☐ Medium - I can manage some moving parts ______________________
- ☐ Higher - I am willing to renovate, rent, or refinance ______________________

Compare Your Options

Use this comparison to identify which path deserves deeper analysis. This is not the final decision. It is the start of a clearer conversation.

Strategy	Best Benefit	Primary Risk	Worth Exploring?
Sell	Simplicity and liquidity	Leaving future upside behind	
Flip / Improve	Potentially stronger sale	Costs, timeline, over-improving	
Hold	Income and long-term value	Vacancy, repairs, management	
BRRRR	Recycle capital and grow	Execution, financing, reserves	

What This Guide Is Really Asking

Not every property should be sold. Not every property should be kept. The right decision is the one where numbers, goals, risk, timing, and stewardship all align.

Good Stewardship Questions

Before making a real estate decision, ask better questions. These questions help you move from reaction to strategy.

- ☐ What has already been entrusted to me through this property? ______________________
- ☐ What decision best supports my future goals? ______________________
- ☐ Am I reacting from pressure, or deciding from clarity? ______________________
- ☐ What would I need to know before I could move forward wisely? ______________________
- ☐ Who should I consult before making this decision? ______________________

Final Reflection

The goal is not simply to make a move. The goal is to make a wise move. Whether you sell, flip, hold, or explore BRRRR, the best decisions are made with clear numbers, realistic expectations, and a strategy that fits your life.

Educational note: This guide is for general educational purposes only. Real estate decisions vary by property, market, financing, tax situation, and legal considerations. Consult qualified local professionals before making investment decisions.

Continue Your Learning

Congratulations on completing Lesson 3.

Each lesson is designed to help you become a more informed homeowner, seller, and investor - so you can make confident real estate decisions that support your long-term goals.

Watch Coffee Talk with Pamela

Lesson 3: Flip, BRRRR, Hold or Sell?

Scan to watch the full Coffee Talk

YouTube Lesson 3

Continue at PamelaDeVrou.com

Explore more tools for informed, strategic real estate decisions:

- Coffee Talk with Pamela
- Seller Series Field Guides
- Real Estate Articles
- Worksheets & Checklists
- Calculators & Templates
- The DeVrou Knowledge Library™

Thank you for learning with me.

I look forward to helping you build assets through informed real estate decisions.