

Choosing Your Real Estate Niche

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Niche Type	Niche	Interest	Viability	Priority
Geographic	Neighborhoods	<input type="checkbox"/>		
	Sub-divisions	<input type="checkbox"/>		
	Zip code	<input type="checkbox"/>		
	Landmarks	<input type="checkbox"/>		
	Other:	<input type="checkbox"/>		
Consumer	First-time buyers	<input type="checkbox"/>		
	Ethnic Buyers	<input type="checkbox"/>		
	Move-up buyers	<input type="checkbox"/>		
	Parents of college students	<input type="checkbox"/>		
	Bankruptcy clients	<input type="checkbox"/>		
	Newlyweds	<input type="checkbox"/>		
	Fire and police officers	<input type="checkbox"/>		
	Investors	<input type="checkbox"/>		
	Military personnel	<input type="checkbox"/>		
	Second home buyers	<input type="checkbox"/>		
	Self-employed borrowers	<input type="checkbox"/>		
	Relocating employees	<input type="checkbox"/>		
	Seniors	<input type="checkbox"/>		
	Other:	<input type="checkbox"/>		
Loan products	FHA	<input type="checkbox"/>		
	VA	<input type="checkbox"/>		
	100%, 103%, 80/20	<input type="checkbox"/>		
	Jumbo	<input type="checkbox"/>		
	Construction	<input type="checkbox"/>		
	Limited, no doc, stated	<input type="checkbox"/>		
	Reverse	<input type="checkbox"/>		
	Non-prime	<input type="checkbox"/>		
	Other:	<input type="checkbox"/>		
Housing	Condos, mixed use	<input type="checkbox"/>		
	New construction	<input type="checkbox"/>		
	Resale	<input type="checkbox"/>		
	Vacation homes	<input type="checkbox"/>		
	Other:	<input type="checkbox"/>		
Professional Referral source	Lenders	<input type="checkbox"/>		
	Builders	<input type="checkbox"/>		
	CPA's/Financial Planners	<input type="checkbox"/>		
	Attorneys	<input type="checkbox"/>		
	Insurance agents	<input type="checkbox"/>		
	Other:	<input type="checkbox"/>		