

Free Report: Who Do I Call First About My Fixer Upper House? A Real Estate Agent or a Property Flipper?

From MFN Realty and Greg Nichols, Broker, Copyright 2026



I am Greg Nichols, owner and broker of MFN Realty in the Greater Sacramento area. I have sold real estate in this area for decades. I have a specialty in selling fixer upper or problem properties for people and I have skill in solving problems related to real estate sales. I handle many trust issues, title issues, non-permit, and fixer issues and also serving elderly owners and family members and their inheritance houses. We also help seniors transition from their lifelong homes over to retirement living. We usually sell these homes quickly and have many buyers waiting to hear from us about these kinds of homes. Many innovations that we have allow us to get our sellers more money for their homes than other agents could, and if you keep reading, you will find out how.

Who do you call first? As an agent, my recommendation is that you will make more money on the open market with an agent than if you call in a flipper. You as a potential home seller have probably received letters from house flippers soliciting your home for purchase. My firm works with many of these flippers. But you are calling our firm instead of calling out a flipper to talk to, and that is wisdom, because they will often, not every time, but frequently offer you lower than if we are not involved as your agent. The dynamic is there that we are looking out for you. We are agents serving and representing you. The flipper is across the table from you dealing with you and negotiating with you for the best deal for themselves. You need professional representation on this matter, absolutely. Just you having an attorney is not enough. The attorney has no advice for you on the day-to-day practical real estate issues. With us, you get the power of

competition, and you have flippers trying to outbid each other. This is just common sense. Our job is to get you the most money that we can get you.

One woman I met in Sacramento did the reverse of what this free report is telling you to do. She called the flipper out first. She was very inexperienced, green and a novice to real estate and her home value and even the true condition of her home. He made her a very low offer. A week or so later, she called me out. I inspected the house, which she thought only qualified as a flipper house. I found most of the work was more cosmetic and less costly than most flips that are done. She showed me what the guy offered. It was quite low. I told her that I thought I could do better by a very substantial amount. So she listed with me. That was a great example of the above paragraph and the very reason why you call the agent first.

But that is not the end of this story, and it did not end well.

You see, the flipper who came out first got her to sign a 1-page contract the very night he came out. This is the standard practice of many flippers. That flipper no doubt was smooth talker and his spiel was probably finely honed and prepared for unsuspecting home sellers. Her guard was down, she was ignorant of business practices, and her home's value, and repair costs, and his silver tongue sales techniques caused her to act. First of all, we agents have a sales agreement for buyers and sellers that is 16 pages long. When you are listed with us, that form is used exclusively. Plus, many disclosures are signed too. This is for sellers' and buyers' protection. This lady was taken advantage of. By the way, I know many flippers, and many of them are upright and responsible, but when you call one out to your home, you do not know if that is who you are getting. I respect property flippers and I work with them often. I like their entrepreneurial spirit.

This seller of this cautionary tale did not tell me that she signed something with the flipper when she later listed the home with me. She had forgot that she signed with him. So, I put it on the market for a substantially higher price than he was giving her. When he saw I had it on the market, (and I was getting hits on it and I would have got her much more) he called her and was furious and chewed her out for her lack of integrity to carry through on the deal, and he threatened to sue her that very day. This shook her up and gave her much anxiety for a few days. I suggested she speak with an attorney. There was a rat in the woodpile here. But she faltered and asked me to cancel my listing so she could complete the deal with him, out of pure fear. I cancelled it, and she sold the house to that person for a highly discounted price, and much less than I would have got her. **CALL AN AGENT FIRST.**

One more thing. The flippers have their lawsuit dialog down very well to spring on the seller, because many sellers get cold feet after they sign their document with the flipper and they often ask to cancel due to the low discounted prices. This is a very trying and intimidating circumstance for home sellers to put themselves in. I believe that I made my case about this free report title, but I am going to give one more case study below from my files anyway.



Bid War on Your Fixer

I listed an inheritance home once for a dear friend. When I went out to list it, he had 2 flipper letters offering him a discounted amount for the house.

They were there in the background and I examined the letters. My response was, **“if we list this for a higher price than those flipper letters are offering, we will see what the market will bear from willing investor buyers.”** This made much sense to my friend, so we put his inherited home up on the market. The home was loaded with stuff, left over from his deceased parent. I got him a competent probate sale firm who liquidated the stuff and gave him 50% of the take. That was after he picked out sentimental things and things of higher value. So, the leftovers still made him some good money on a 3-day weekend probate sale that my seller did not have to lift a finger for.

We put it on the market. Immediately, about 9 or 10 offers came in from, you guessed it, flippers. They were all around the same price. That is because a flipping formula is used. Find out the home's value after remodeling and take off 35%. That is 65% of ARV, (after repair value) and that amount is very common in house flipping for the seller to get a low discounted price, and the flipper to recoup costs and make a nice profit. But is this all that the market will bear? There is no way to know until we list the home and skillfully market it based on the home's remaining strengths, not related to its condition. And this is where my real estate marketing firm, **MFN Realty**, shines. I cut my teeth in real estate selling homes that other brokers could not sell using our marketing strategies. These strategies are an innovation that belongs exclusively to us.

Now, back to this case study. I had many offers around \$270K, and one for \$290k. It had been on the market for 7 days. I kept pushing for more buyers. Most agents would have had this seller accept the \$290k cash offer with a 10-day close. I did not do that. In a few days, 2 offers came in for \$309,000. It was purely coincidence that they were the same amount. I began to work with these two buyers. We did not counter their prices.

Suddenly, one of these two offers backed out. That still left the one offer. I had my seller accept that offer for \$309k. The sale closed in about 10 days. My seller did well. There was some complexity in closing this one, but my experience could handle it, and handle it is what I did. My friend was glad that he did not go with the flippers who wrote him letters before I listed it. He was also glad that my firm, MFN Realty, listed the home. Did he net more cash with me? Yes. Was he safer from lawsuit and ugly confrontations with me? Yes. When we at MFN are there, in place as your agent, we are your protector, your buffer, your insulator, and your trained professional and we have huge experience in handling problem sales, elderly owner sales, inherited home sales, permit issues, living trust issues, leftover belongings issues, sentimental issues, (we understand the nuances of having to sell a house with emotional ties to it) and price and condition issues. These sales are usually always “as is,” with a fast close and all cash. One last point to remember. Flippers are not the only buyers for your needy fixer home. There are some other reasons why someone might buy the home, and we have access to those kinds of buyers who may pay more for the fixer.

Call me today to open a discussion on your need to liquidate a home described here. There is no obligation just to discuss, and there is no high pressure either. Just kindness and helpfulness, and professionalism.

Greg Nichols

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