

Using ForeclosureRadar to Expand into Foreclosure Investing

ForeclosureRadar users:

- Narrow down thousands of foreclosures to a short list of best bets
- Research the full story on a property to minimize risk
- Quickly perform a financial analysis to identify the most profitable opportunities
- Have the most accurate and timely information in hand at auction

Sink or Swim

Krista Mashore has been a real estate agent for eight years. When the foreclosures started mounting, she decided to expand into investing. She went to an auction to research the process. “I felt unprepared. I had no information. I didn’t know anything about the properties. The other bidders had lists and knew what was coming up.”

She didn’t find the environment on the courthouse steps to be friendly. “It was like sharks in a tank. I was unwanted competition. They knew I was unprepared and tried to make it look hard, to make me feel like I was going to fail.”



“Going to the auctions is very competitive. You’re in a tank of sharks. Without ForeclosureRadar I could not have done it. It would be impossible.”

Krista Mashore, Investor

Swimming with the Sharks

But that changed when Mashore found out about ForeclosureRadar. “I checked the website, asked some questions. They were great about answering. It’s very user-friendly. I’m not computer savvy but I picked it up quick.”

Mashore uses ForeclosureRadar at every step of the process. First she searches foreclosures by zip code, limiting the results to the houses that fit her specific interest. “The nice thing about ForeclosureRadar is that you can save searches. I can search for houses built since 1986 with 3+ bedrooms in a specific area, then name that search and rerun it at any time to see the current status.”

She also saves time by limiting searches to banks that don’t typically postpone or cancel. She does financial analysis to identify the most profitable properties.

The next step is to see them. “I check to see if they’re vacant or occupied. That affects my bid.”

That’s where ForeclosureRadar saves time and gas. “The best feature in ForeclosureRadar is the Route button. It maps the route to all the properties, with step-by-step directions.”

Having the right information at the courthouse steps allowed her to swim with the sharks. “You can print a sheet with all the information, including your notes. When you’re bidding, it’s really stressful. The sheet helps because you can see your research instantly.”

Saying Sharp

Krista Mashore uses ForeclosureRadar to work smarter and faster. She:

- Searches foreclosures by any combination of 60+ criteria to focus on the best opportunities.
- Saves drive time and gas when inspecting properties.
- Stores photos, notes and financial analysis with property details for sharing and for later use in case of postponement.

Don’t Get Eaten

Mashore credits ForeclosureRadar as the enabler for her investing business. “If ForeclosureRadar disappeared tomorrow it would literally take me hours to figure out which houses were coming up and research them. I wouldn’t be able to invest.”