

# HaystackHouses.ca/About



## **We find the needle in the haystack.**

Finding the needle in the haystack doesn't start with searching for the needle. It starts by removing the haystack – one straw at a time.

In the olden days, ugly houses were the only required criteria to identify the needle. Today, we use over 75 macro and micro filters to remove each straw until we've found the best ugly house out of the pack of ugly houses.

In the olden days, a Realtor could flag 'handyman specials' from the MLS, or an hour

long drive through a neighbourhood could identify some promising prospects. Today, an expensive proprietary algorithm auto-ranks houses for us from a massive 35,000+ cells custom-built database of houses.

Haystack Houses harvests the intel from its real estate database of houses in the South half of Calgary, and tosses it into a blender with its own Calgary General Contracting renovation management software. The combination of a) real estate data, b) house potential, and c) renovation job costing data creates a unique Fix & Flip Potential Profit Rank per ugly house. Its the same algorithm that we use to buy our own inventory of fix & flip houses in the South half of Calgary.

The result is that at any given time there's about 1% of houses for sale that match the criteria we're looking for to optimize our fix & flip profits. Does that mean the other houses in the best 2%-4% range of all houses for sale aren't profitable for a fix & flip? Of course not! There's still plenty of potential profit in them – we just don't have enough hammers to go work on all of them simultaneously! So, for a reasonable access price, we're happy to release this 2%-4% batch of 'next best' house addresses and our algorithms rankings to you. Show this list to your favorite Realtor and if these high ranking houses turn out to be better houses than what your Realtor or you have come across previously – then why not shorten your own search time and buy them up?