

'Flipping Females' Empower Local Women to Enter Fix & Flip Real Estate Investing

Written by Christina Silvestri

A group of ambitious Valley women are leading the game in local real estate by blazing the path for others to get involved in hands-on real estate investment projects.



They call themselves the Flipping Females. Spearheaded by Catherine Bell, Elizabeth Hooley, Celina Acosta and Vanessa Guizar, the grassroots group empowers and supports likeminded women who are looking to break into the fix and flip market and establish themselves within local real estate. For the uninitiated, house flipping is when real estate investors purchase houses, fix and repair, and then resell them for a greater profit.

The Flipping Females is backed by real estate investing mentoring and training organization [The Matrix Real Estate Investor Network](#). Located in downtown Phoenix, the Matrix offers its members ongoing seminars, resources, information, and group networking, in addition to one-on-one mentoring with a real Phoenix real estate investing professional doing deals locally.

The Flipping Females highlights the power of women mentoring women to succeed in a mostly male dominated industry with purpose, poise and power.

"You can be any type of woman with any background, any age, with any education level and you can be successful," said Acosta, director of mentoring for Flipping Females, who is also an active real estate investor, wholesaler, rehabber and realtor in the Phoenix Metropolitan area. "You just need the right training, tools and support from other women. Being married and having young kids, I have the flexibility to do that and be my own boss. I want to be an example for other women."

The Matrix Real Estate Investor Network inspired Hooley, director of rehab at the Matrix, to utilize her background in interior design and project management as a fix and flip investor.

"It's only been recently within the past 2 years that I decided to take on fix and flipping as an investment strategy," she said. "Now I manage 25 projects in all different stages for all of the investors. I help them design their houses and work with contractors to make sure projects go on without a hilt."

After losing it all when the housing bubble burst, Bell and her husband moved from California to Phoenix with their twins to start over. They found The Matrix Real Estate Investor Network as a resource for mentorship and comfort.

"People think real estate investing is risky; however, it's tangible, unlike the stock market," Bell said. "Flipping Females enables women to plug into a really great network of women that supports them to really be successful and profit from the first time and every time."



Next up for the group is a documentary style reality television show eponymously called "Flipping Females" that will be akin to HGTV meets "Sex and the City."

"The goal of the TV show is to show the daily life experiences accompanied with being a wife, a mother and a businesswoman with our varied backgrounds, personalities and education levels" Hooley said. "If we can do this, you can do this. We hope the show will portray that and inspire women to get involved and should they want to, we have the network and the community and the resources where we can provide them with the money, contractor relationships and support they need."

Acosta echoed the sentiment.

"You don't have to reinvent the wheel," Acosta said. "The support and information is already there. You're never alone. You don't have to do it alone. Ideas, advice, there's always somebody who knows more than you."

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For those interested in joining the Flipping Females, or simply learning more about fix and flip real estate investment, the group encourages local women to attend their bi-monthly meet-ups either over morning coffee or wine, cheese and chocolate. Sign up for the next meet-up on Thurs., Nov. 17 at 6 p.m. [here](#).

Stay up to date with the Flipping Females by following their [Facebook](#), where you can find helpful videos, information on upcoming meetings and support.

All are welcome to attend a 3-hour intro to fix and flip workshop at the Matrix Real Estate Investment Network on Wed., Nov 9, from 7 p.m. to 9 p.m., or Sat., Nov. 12, from 10:30 a.m. to noon. To RSVP, please call 602-559-9446, or reserve online [here](#).

The Matrix Real Estate Investment Network is located at 2406 s. 24th St., #E210, Phoenix, AZ 85034.