Investor Profile:

Required:

* Portfolio Information
  + Variance
  + Correlation with HEP market
* Percentage of portfolio to invest in HEP
  + All at once vs. gradual
* Buy trigger (Home value in % range, Appreciation in % Range, % change in value, etc)
* Sell trigger (Home value in % range, Appreciation in % Range)
* Discrete steps for bid/ask (may differ with each investor)
* Frequency of checking up on HEP positions

Optional:

* Preferred city
  + Preferred neighborhood