



Investor Update

ROI Strategies

We have had a fast and exciting start to 2015 and by the way, how did it get to be 2015 already? We may not be swamped by deal flow in January, but we are swamped with other good news and lots of work to make 2015 the best ever.

To brag a little bit, we almost doubled our deals in 2014 from 2013. Steve and I went away for a few days in early January to do our strategic planning, which always includes an in-depth review of the previous year. We realized how well it turned out, and sometimes we just don't see it when we are in the thick of things.

Our goal this year is to raise \$5,000,000 more in equity and to purchase homes for 84 new Lease 2 Own families. When accomplished, it will increase our Assets Under Management to \$28,000,000.

To help raise that equity, we are starting a series of Discovery Dinners. These are really fun ways to get to know others that are interested in ROI Strategies. We are keeping them intimate at 10 people or less, since we want to get to know those that attend. We will give a very brief introduction to ROI and then we will all enjoy some fine dining, drinks, and delightful conversation. If you want to find out the dates, please contact Linda Beatty at (775) 297-4971.

We are also going to be presenting in March at the 3 chapters of the Keiretsu Angels forums in San Francisco, the East Bay, and Silicon Valley. Then off to Scottsdale, AZ in April to present at the SBRE Funds Summit. **This will put us in front of approximately 300 accredited investors.** If any of you would like to find out more about these events, please get in touch with me. They are fantastic places to be exposed to all types of alternative investments.

Although it's not finalized yet, we think we have a deal struck with Blackstone for the debt side. They have finally rolled out a program that works with our model. **This gives us a lender in 48 states at exceptional terms.** This should allow us to make our program more affordable, while at the same time increasing our returns to our investors. We are still working out the details, and I will keep you informed.

Where do we expect to get our deal flow from in 2015? We expect it will be about 50% Dallas, 40% Las Vegas, and 10% Reno. Ours is a niche product, and there will only be so many deals in each market so more markets may follow.

Next question: How are we going to get all that deal flow? That is a long answer so I will try to shorten it. We have brought on a new marketing guru, Ashley Graham, to rocket ship our marketing. Ashley has been working with us over the last month part-time and has done an outstanding job. Now that she is full-time and more, we expect lots of great things out of our more than capable marketing team. Whew, glad I don't have those kinds of pressures on me!

We are at a total of 17 Lease 2 Own Families having purchased their home from us at the time they could get financing, and we are expecting another 4 will be purchasing in March. We should continue to see purchases increase as we enter year 3 of the program. We are finding the average time is about 24 months for people to be able to get their financing.

By the way, absolutely none of this happens without our great family of investors in ROI Strategies. We appreciate all of our investors that entrust their hard earned dollars with us. Never is that responsibility taken lightly.

Until next month,

 