



## Investor Update

### ROI Strategies

Deal flow is starting to pick up from the slow winter and holiday season. We can't say we have had much of a winter here in the Reno area; I have only skied once so far this year and plan on skiing this weekend, but they are calling for a high of 75. That might change it to water skiing instead.

Steve was in Dallas again this week to help train our person on the ground and close another deal. **We are producing a television commercial to air in Dallas** as a test for our marketing to Lease 2 Own Homeowners. One of the things that holds back potential Lease 2 Own Homeowners from using our program is that they just don't know we exist.

If they know they are not eligible for financing, they don't go talk to a Realtor, a mortgage broker, or search for us on the internet, whereas television will reach them without any searching on their part. I just appeared on Money Watch with KTVN Channel 2 Evening News anchor, Kristen Remington. We received over 25 inquiries from a 90 second interview.

Each time I do that interview, it is the same result. I will let you know the final result from our advertising in a couple of months.

**We have started an exciting new strategic partnership with a non-profit out of Las Vegas.** They help homeowners who are dealing with a foreclosure or short

sale and first time homebuyers who just need some direction. They provide a variety of valuable services to people that are motivated to be homeowners. This non-profit offers us many leads yet doesn't have enough funding. This is where we come in. We fit in perfectly for those that would qualify for our program. The non-profit will even meet with those that qualify every 90 days to make sure they stay on track to get their financing as soon as possible. We are looking to do our first deal with them soon and make sure the process runs smoothly.

**We will be presenting to a couple different groups of accredited investors within the next few weeks.** Our first presentation will be down in San Francisco, then the East Bay, and we will finish in Silicon Valley for the Keiretsu angel groups. A mini road show of sorts. Then, the second week of April we head off to present at the SBRE Summit in Scottsdale. There are expected to be 16 small balance real estate funds presenting and Magic Johnson will be our keynote speaker. We are looking forward to it.

If you have any interest in attending either one or to just find out more, you can call me at (775) 287-6644. For the Scottsdale event you can use this link:

[www.sbrefunds.com/scottsdale2015/](http://www.sbrefunds.com/scottsdale2015/)

Until next month,

*Greg Hays*     *Stef L. Sney*