



Investor Update

ROI Strategies

Real estate fund managers will work for ~~foed~~ investors. Please help! For only a measly \$274 a day, you could help these two fund managers buy more homes for deserving families and of course, receive a nice return while doing so. That is just an investment of \$100,000 a year. We will send you pictures of those fund managers' smiling faces and monthly stories of how your investment made a difference in their lives and in the lives of others.

Before the last investor joined for \$100,000 last week, these fund managers were tortured with sleepless night after sleepless night, worrying about how they would purchase more homes and not disappoint the families that had qualified for the rent to own program. Unfortunately, the last \$100,000 investment only solved a small portion of what these fund manager's face, **with over \$4,200,000 in homes to be purchased in the next 90 days.** Please send your investment to...



Yes, it is true, we have a backlog of deals in the \$4M range that will only grow as we start to market our Short Sale Repurchase program to Realtors, Brokers, and law firms that specialize in short sales. **The Short Sale Repurchase program is a big deal** because no other company has dialed in the right combination for the process like Home Today.

Before we go further, I want to clarify exactly what we mean by Short Sale Repurchase. It allows a homeowner that is short selling their home to stay in their home. We purchase the home through Home Today, lease it back to the

homeowner, and then they are able to repurchase the home in 3 years.

This program produces powerful advantages for investors in the fund:

- ✓ We are purchasing these homes **on average at a 16% discount**, and with some we are finding as much as a 33% discount.
- ✓ We expect the fund's return to increase over time with these discounts and the discount certainly situates the portfolio into a stronger and stronger position.
- ✓ We believe these types of deals are more desirable, because we have the family already living in the home that they don't want to move out of.
- ✓ There are powerful implications to helping families stay in their home, such as stabilizing the neighborhoods and the families that live there.

Now, some investors I have spoken with think that because short sales have slowed way down there will not be much deal flow in today's market. It is true that short sales are only a fraction of what they were during the peak, yet many homeowners remain underwater and in default. Numbers vary by source, **but there are between 40,000 to 70,000 homeowners in Las Vegas that would be eligible for a Short Sale Repurchase.** Even though it is difficult to get an accurate count, just a small fraction of those is all we need for massive deal flow.

In July, we met with one of the top law firms in Las Vegas that does short sales. They have 25 or more homeowners needing to short sale every month. Starting in September, the law firm expects to spend over \$100,000 in advertising to tell homeowners about the Home Today Short Sale Repurchase program, which is called STAYHome™. This is smart money and they understand the market for this type of product.

We will talk more about the First Look program next month. As part of this program, we have already purchased two homes in the \$100,000 range that will be rehabbed and then either flipped or leased to a rent to own future homeowner.

As much as we were having fun at the beginning of this update, it is serious business to attract new investors and increase existing investors' investments to meet our deal flow. Please invest and invest generously, tell your family and friends and share the good news!

P.S. We can provide larger framed pictures of Steve and me, if you need one for your home or office 😊