



Investor Update

ROI Strategies

We have officially struck a deal with Jamie Cogburn, the attorney in Las Vegas that does the majority of short sales. We are going to use his law firm exclusively for Home Today™ to negotiate our Short Sale Repurchases. This is going to be a really good partnership between the companies. Short Sale Repurchases require a much more complex negotiation process and the Cogburn Law Firm has it down to a science.

All the deals that come through Realtors will be required to go through the same process so that we make sure everything is done properly for the protection of our investors and the future homeowners that will be buying their homes back from us.

Cogburn has agreed to spend tens of thousands of dollars each month to advertise the short sale repurchase program including TV ads, billboards, and pay per click on Google. What a win-win for everyone.

Speaking of pay per click advertising on Google, we just received a grant for Home Today™ from Google for \$10,000 per month of free advertising indefinitely. Not only that, but we get better pricing as a non-profit, so it really means it's more in the \$20,000 to \$30,000 range. We will be advertising all of the terrific services and programs that Home Today™ does to help people achieve the American dream of homeownership. This was all accomplished by Ashley Graham in our marketing department. Thank you Ashley!!

As you know, we own seven trailers and one home in North Dakota. With oil prices down and looking to stay down, much of the surplus work is dissipating and probably won't be replaced until oil is back up for a period of time.

We have been able to get \$2,200 to \$2,600 per month per trailer the majority of the time since day one. That will probably drop to \$1,500 to \$2,000, but let me remind you that is for a single wide trailer. Not too bad

and the trailers are still money makers at roughly \$1,000 a month in rent. We have one vacant trailer as I write this and are of course advertising to get it occupied.

Keep in mind these properties are only a small part of our \$15.7M portfolio. We are seriously studying our options in case things were to continue to degrade and will keep you posted.

Steve and I both took what I think we call official vacations. Steve headed off into the beautiful British Columbia Canada wilderness to help a buddy hunt Big Horn Sheep. Good news is his buddy got a sheep, but unfortunately it was the day after Steve had to leave. Poor Steve. Over Labor Day, I headed up to Flathead Lake in Montana with the whole family to stay on the lake with some friends that own a home there. It was my first time there and it was such a gorgeous area of our country. We went on a hike and I kid you not, we got snowed on and not just a little bit, but a lot. Of course, the sun came out the day we left. The sun acted like Steve's Big Horn.

We will be presenting in Dallas on October 15th at the SBRE Summit again (SBRE = small balance real estate). We are looking forward to it, especially to seeing our keynote speaker, George W. Bush.

After his talk, we get to go in the back, meet him, and take pictures. You know you will be seeing that picture in one of these newsletters. Any accredited investors interested in attending the SBRE Summit, contact me. It would be worth your time to attend, plus they are really a whole lot of fun.

Until next month,

Greg Hays *Stil. S.*