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The Game Changer in Real Estate Investing

Background:

- Investor access to Commercial Real Estate (“CRE”) was through securities firms or friends/family approach
- JOBS Act of 2012
 - Crowdfunding- online crowdfunding portals

Challenges:

- Online Portals are direct competition
- Snowball Effect
 - 2014- \$0
 - 2018- \$1,000,000,000+

Opportunities:

- CRE investing is on the investing public's radar screen
- Online platforms have educational tutorials
- Very strong engagement/ limited expertise

CRE Sponsor Key:

- 1) Track Record of investor performance
- 2) Demonstrated expertise by real estate sector & geography
- 3) Sponsor investment

Red Flags:

- 1) Above Market IRR
- 2) Non-performance compensation, i.e. disposition fees
- 3) Above market fees

Conclusion:

- Commercial Real Estate can be a value added investment area for registered reps... differentiate from the competition.

**Year
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