

“Here’s a great story to tell your kids, grand kids, college age friends & new clients”!

A True Story about ‘Makin’ a Million’ the Easy Way

by Dennis Rogers

Several years back when I was selling lots in a 90,000-acre Kaiser-Aetna development in Southern California managed by property professionals Russ Hatle and Bill Parker, one of the choice ¾-acre lots near the Club House came back on the market at a price of \$6,995.00. At that time Russ was financing 90% of the purchase price with 10% down payment, which was equal to my 10% commission.

It happened that my youngest brother, Jimbo was serving in Viet Nam and was having a hard time saving money. I decided I would use my commission to make the down payment on that lot, put it in Jimbo’s name so he would have to make the payments - kind of a forced savings plan - but one that I thought in the long run might have some benefit. A few years later, Jimbo sold the lot for \$30,000 cash and was able to use money for the down payment on a brand-new ocean view home in Dana Point, CA.

When he and his wife decided to move to Washington State near Seattle a few years later they sold their beach home and bought a big house on 2 ½ acres in Woodinville, WA so they could be closer to her family. It was just a few months ago that Jimbo told me that they were now going to sell their house and buy a condo in Arizona or perhaps a home back at the beach in southern California. He said he was expecting a sale price between \$ 1.1 and \$1.2 million dollars. That’s quite a return on that initial forced savings plan - all from a \$6,995 lot.

“One moral of this story is that it’s always good to have a brother who’ll make a gift of his commission as a down payment on your investment. Another is that during the time period Dennis described, the US economy has been through the Vietnam War, the Iraq war, the Afghanistan war – along with nine recessions – including one the year Dennis made the down payment on his brother’s investment – and the Great Real Estate Crash in 2008 – along with the inflation of the late 70’s – and through it all – the original real estate investment made, and reinvested in real estate as its value increased over the years – created an estate for Jimbo greater than that saved over a lifetime by more than 95% of Americans.”

- Russ Hatle

Here's YOUR Opportunity

Your Experienced, Well Capitalized Development Client Needs to Know This!

(Did I mention full commission?)

Our Master Planned Community – 40% through development and sales – coming off a banner year – in a market with a 2,000-unit housing shortage – owned by an experienced, well capitalized Owner –

Needs your Developer Client as a Joint Venture Partner.

Why?

Because the owner is an astute land investor with an embarrassment of great properties ready to go to market right now...more than the existing management team can plan, entitle, develop and sell

Where?

In the beautiful Colorado River Valley of western Colorado, on a slope with a long Valley view – furnishing executive and employee housing for the Aspen-Snowmass-Glenwood Springs market.

(Did I mention up to \$10 million in tax exempt bond financing available for future streets, sewer, water serving the to be developed sites?)

What?

- 65 Single Family Lots sold with 33 homes complete, 5 under construction, 5 more in Design Review
- 23 Townhome Sites ready for construction – 23 more Townhome sites approved and ready for off-sites
- 12-acre mixed use site with 96 multi-family units under construction – approvals for a small mini storage – approval for a mixed-use commercial-office
- 12 acres platted for 38 Single Family Lots – ready to take to market – or re-plan into more profitable product
- 40-acre magnificent Valley View Site ready to be Annexed, zoned, platted and built out or taken to the market.

(Did I mention full commission?)

What YOU should do about it?

Let's discuss the project – talk about your Developer Client – see if further exploration makes sense – and if it does, **give you commission protection to pursue the Venture!**

E-mail your contact information and Time Zone to me at russh@imprimisadvisors.com and I'll respond with some suggested times for a short call.

- Russ Hatle



Russ Hatle

We'd like a referral from you.

Refer your best income producing investment property to us for investment by our Institutional Clients.

Paying Full Commissions is one of the things we do best!

Email: russh@imprimisadvisors.com

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