SUREFIRE PROPERTIES INC

The "Real Estate Mutual Fund" Concept

Most people are aware of the benefit of mutual funds within an investment portfolio. For those that are not familiar, mutual funds are a group of shares within an investment fund created by pooling thousands of investors' money to own shares in a group of companies, which shares are purchased and sold constantly, usually by a professional fund manager, to spread risk across a vast array of companies and industries. The amount and style of mutual funds are vast and varied, representing public company shares worldwide.

Mutual funds are considered a relatively safe investment and many financial advisors and planners recommend mutual funds in retirement planning. The concept of a mutual fund can be clearly detailed by using a very simplified example.

Assume "American Company Mutual Fund" has thousands of shares each of Coca Cola, Apple, General Electric, Tesla, Bank of America, Procter & Gamble and Wal-mart. Should the shares of Coca Cola suddenly drop due to some unforeseen situation, the remaining companies' shares will keep the fund buoyant through the tumultuous time. The fund manager will ascertain whether keeping Coke in the fund makes sense for the long-term – if not, he/she will sell and purchase shares in the remaining companies, or potentially pick up another drink company's shares to fill Coke's position.

It would make very little sense to have an "American Soda Mutual Fund", full of thousands of shares of Coca Cola, PepsiCo, Dr. Pepper Snapple, etc. The reason is obvious – if the soda/pop industry overall suddenly drops, the ENTIRE mutual fund would be compromised. There would be no opportunity to replace Coke shares with other soda company shares, as all companies would be in trouble.

This situation can be compared to purchasing real estate. With the SureFire Properties' equity partnership program, we believe every investor should have real estate as a pillar in their overall investment portfolio. In simplified terms, we suggest that investing in a quality apartment building is a smart investment; however, we also suggest they don't own in just one building in one market. Essentially we suggest our investors have a "Real Estate Mutual Fund" or "REMF".

As with the mutual fund concept, we suggest spreading the risk, but not across public companies - across different real estate markets. Having a share in apartment buildings in markets such as Victoria, Kelowna, Calgary, Edmonton, Red Deer, Saskatoon, Winnipeg, Kitchener, Ottawa, Montreal and Halifax spreads the risk of market fluctuations substantially. If (when) the Red Deer market is compromised, the other investments can keep the entire investor's portfolio buoyant to ride out the storm.

Unfortunately, many investors believe a smart real estate portfolio means owning units all within driving distance from their own home. As such, instead of the REMF, they have a Soda Fund of Suites – for example, owning one entire apartment building in Red Deer. Again, if (when) the Red Deer market is compromised, their entire investment could plummet, potentially eradicating the investor's future financial security.

While there are investors who do make smart local decisions, the REMF concept provides those with risk-averse attitudes an excellent opportunity to earn substantial returns and a strong, passive retirement income. Spreading your risk through an REMF with SureFire is a great way to ensure your Real Estate Pillar pillar remains strong and resilient. Talk to a SureFire Properties advisor today!