

SLIDE 15 - **Advantages of Real Estate Investments (Cover Page)**

SLIDE 16

**Rate of Return** – An investment can generate income in some way on a periodic basis. You may consume this cash, spending it for goods and services that, when used up, have no further value. Or, you may use the cash to put into another investment.

SLIDE 17

**Tax benefits** – Some investments receive treatment under tax laws that enables the investor to reduce or defer the amount of tax owed. Tax dollars you don't have to pay are dollars you have available for some other use, such as consuming or further investing.

SLIDE 18

**Hedge Against Inflation** - Real estate generally provides protection against inflation because real estate typically increases in value along with the market

SLIDE 19

**Leverage** – You may pledge the value of your resource to borrow funds in order to make an investment that is larger than your own resource permits you to do directly. The small resource is used as a lever to make a larger investment, and thus increases your opportunity to benefit from income, appreciation, and the other rewards of investment.

SLIDE 20

**Appreciation (Equity Build Up)** – Your invested asset itself may gain value over time because of an increase in market demand for it. When you sell or exchange it for something else you prefer to have, you get more than you originally put into the investment.