

## **Consumer Tips for REITs Investing; Same as any Real Estate Investing; Location, Stability & Profits**

### **Research is the key to wise investing choices; consider all the facts before making a purchase**

Detroit, MI – Investing in REITs is becoming popular today; REITs are real estate investment trusts. Investors purchase shares of REITs, which pay dividends based on profits earned from income-producing property.

One advantage of investing in REITs is that are free from the hassles associated with property ownership and management. One only needs to purchase shares and reap the rewards as their investment grows in value.

Earl E. Bird, III is an expert when it comes to investing in REITs. He was recently interviewed and when asked what to consider when choosing a REIT to invest in, Earl said, “You’ve heard the phrase, ‘location, location, location’ when referring to prime real estate. The location is essential to REITs; REITs are management companies who handle income-producing property. In order for a property to produce a good profit, the location must be desirable.”

Earl also said that stability is a factor. “If you are investing in a new REIT, then you do not have this option, but with an established REIT, you can study their history.”

Obviously, another factor is profits. “Since REITs pay dividends based on profits, you want to be sure that buildings are fully leased with long-term tenants. There is no profit to be made from an office or apartment building that has a lot of vacancies.”

The thought of doing all this research is overwhelming. Earl said, “The REITbuyer.com website is a great resource for learning all about REITs; the research has already been done and the results are posted on the site.”

Earl has published over 100 articles about REITs and real estate mutual funds. He has made this information available to the public on many blogs that he has recently posted. To read more about real estate investing, visit Earl’s blog at <http://managementinvestment.blogspot.com/>

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