

## **Online Brokers Threatened by Competition as REITBuyer.com Announces Grand Opening**

### **Real Estate Investors discover a new way to invest in real estate while avoiding the liability exposure of property ownership and the pressure of property management**

Detroit, MI – REIT expert, Earl E. Bird, III, recently spoke to a group of investors at a local real estate investors' association meeting. He explained what REITs are and the benefits of investing in REITs as he announced the grand opening of the REITBuyer.com.

Though the website contains a wealth of educational material several of the investors requested a follow up meeting with Earl to talk more. Earl agreed and they met for lunch so the young investors could have the opportunity to ask questions.

One investor said, "I'm just getting started in real estate investing and it's great! I just bought a house for less than \$40,000 that was foreclosed with a mortgage balance of over \$100,000! I feel fortunate to be a new investor today, rather than one who has a bunch of upside down properties; however, I'm intrigued with the idea of REITs. I'm not interested in owning and managing too many properties while I wait for the market to turn around. My question is; what type of people purchase REITs and would you expect someone like myself to invest in REITs?"

Earl answered, "All types of investors find REITs to be an excellent investment to have in their portfolio, including new investors with no previous experience, intermediate investors with some experience and highly experienced investors."

The others agreed that they were open to learning about REITs to further diversify their investments. One of the investors asked about how dividends are handled for tax purposes. Earl explained, "Dividend distributions for tax purposes are allocated to ordinary income, capital gains and return of capital, each of which may be taxed at a different rate."

The obvious question that a young investor would ask is what to keep in mind while choosing a REIT to invest in. Earl explained, "Look for a corporation that demonstrates consistent earnings and dividend growth as they are rewarded by the market with higher price-earnings multiples. Factors to keep in mind are the strength of their management team, a demonstrated ability to increase revenue consistently and an effective operating structure."

Earl went on as he discussed professional groups that advocate on behalf of REITs, "The National Real Estate Investment Trusts (NAREIT) was established as a trade association created to represent US REITs and publicly traded real estate companies. The NAREIT is comprised of companies, academics and

industry professionals whose primary purpose is to advocate for and help promote the industry and REITs.”

The young investors were impressed as they learned more about REITs and how they work. Of course, they still felt a little overwhelmed with how much there is to know about REITs. Earl said, “You can invest in nearly 200 publicly traded REITs located on the major stock exchanges by purchasing shares. The highly specialized experts at REITBuyer.com can help you make your investment.

Real estate investors can learn about REITs at the REITBuyer.com. REITbuyer.com is an online brokerage information site specializing In REITs and Real Estate Mutual Funds – The World’s first and only site dedicated to REITs Real Estate Mutual Funds. This is a place for the small investor to own a piece of world class real estate.

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