



OUR INVESTMENT DISTINCTIVES

JRW offers unique characteristics that set us apart from the market and establish us as a valuable resource for clients.



INDIVIDUALLY CUSTOMIZED INVESTMENT SOLUTIONS

We provide truly customized investment solutions for each of our clients. We reject the prevalent trend of placing clients into generalized categories or investment “buckets” to attempt to streamline investment recommendations. Instead, we tailor our recommendations to serve each client’s specific investment goals, tax concerns, income requirements, time horizon, and risk tolerance.

Whether we are customizing a real estate transaction to address a client’s 1031 tax-deferred exchange or constructing a client’s portfolio of strategic investments for diversification and general wealth management, we approach each investment consideration as a unique opportunity to meet the specific needs of each client. We believe that this is not only the right thing to do, but it provides an ongoing challenge that keeps our jobs interesting and our skills sharp.



DUE DILIGENCE AND ANALYSIS

Though our end goal is to uncover truly outstanding investments, one of the primary benefits we provide to our clients is filtering out most of the junk that is available at any given time. After diligent review, we outright reject approximately 90% of the investments we review on behalf of our clients. We subject every investment offering to a rigorous due diligence process to analyze the industry, market, submarket, business model/pro forma, historical performance, financials, sponsor, competition, investment assumptions, cash flow, deal-specific risks, and debt service coverage. Of the approximately 10% of investments we do not reject, we often are able to fully recommend half for immediate investment for our clients and place the other half on a watch list. Even with those investments we do recommend, we typically wait to place capital in the investment until it is closer to closing—this reduces our clients’ risk and maximizes their time value of money.



MACROECONOMIC FOCUS

We believe that it is equally important to understand and follow the macroeconomic trends that may affect general and individual investment decisions.

We strive to analyze the forest and the trees (the overall economy as well as specific investments) when making investment recommendations. We apply our economic research to each recommendation we make for our clients.



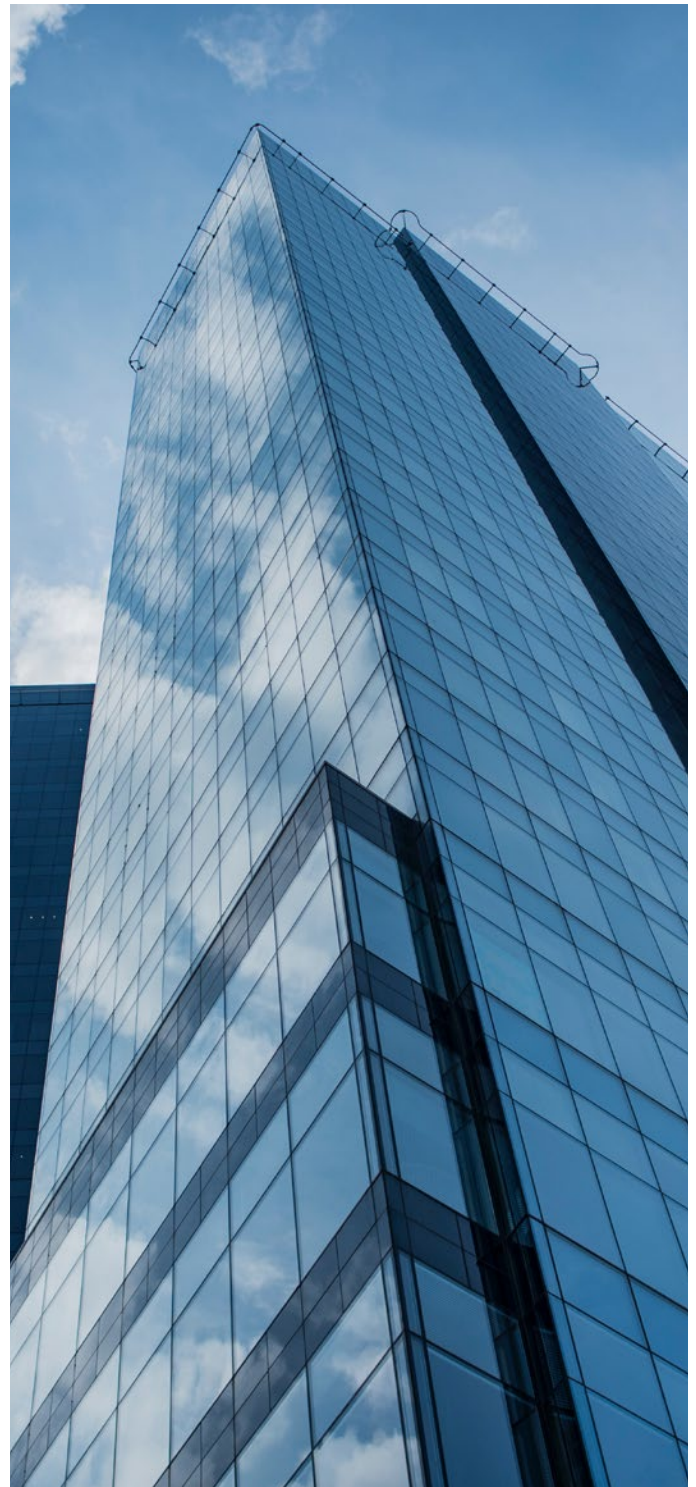
EXCLUSIVITY

One way that we provide truly customized investment solutions is by accessing investment opportunities created exclusively for our clients. From time to time, we encounter particular investment concepts that we believe are exceptional opportunities for our clients, but we may not like some aspect of the investment such as the structure, liquidity, or fees the sponsor currently charges. When possible, we reach out to the sponsor to make favorable adjustments to the investment, which then are extended to our clients on an exclusive basis. On other occasions, if the investment concept is particularly attractive “as is” but is available only on a limited basis, we may reserve the entire raise to be provided to our clients exclusively.



IF IT DOES NOT EXIST, WE CREATE IT

Often, if we cannot find a particular investment to meet certain client needs—or if we come up with an attractive investment concept that does not yet exist or is not currently available in the market—we work with sponsors to create the investment for our clients. Some of the best investments our clients have participated in are those we developed exclusively for them. We not only create investments for our clients on a company-wide basis, but we also have very deep networks of off-market developers and investment sources to meet clients’ individual sole-ownership, 1031, and 1033 tax-deferred exchange needs.



“Some of the best investments our clients have participated in are those we developed exclusively for them.”



“Ultimately, our goal is not to sell product. Our mission is to provide *true* wealth management to our clients...because we believe that our success is intricately tied to their success.”



PATIENCE

We do not *need* clients to invest. We have invested in many of the same investments we recommend. So, a large portion of our own revenue comes from the performance of investments we have placed in the past alongside our clients. Therefore, we are not desperate for clients to place new capital with us to survive. We have the luxury of patiently waiting for those opportunities that we believe are exceptional, and we prefer well-timed entry points. As alluded to in the due diligence section, we often wait until investments are just about to close to new capital before participating. This allows us to maximize our clients’ returns while minimizing their risk. Ultimately, our goal is not to sell product. Our mission is to provide *true* wealth management to our clients. We want to protect and grow our clients’ wealth because we believe that our success is intricately tied to their success.



INTEGRITY AND A GREATER PURPOSE

While our focus is to steward and grow our clients’ wealth through strategic real estate investing, our underlying passion is to empower people to be secure, free, and generous. This is so that we can collectively meet the needs of charities and ministries that we believe will have a longer-lasting—and farther-reaching—impact in the world. This greater purpose provides significant motivation for us to remain focused on what we do best, and it fuels our desire to put our clients first and maintain the highest level of integrity in our daily commitment to excellence.

Securities offered through Lighthouse Capital Group, LLC Member FINRA/SIPC.

1055 East Colorado Blvd., Suite 310, Pasadena, CA 91106 | Phone: (877) 579-1031 | Fax: (626) 564-1024

DST, TIC, and real estate investments are speculative and require a high level of due diligence. The firm’s due diligence performed does not guarantee investment performance. Each investor should perform their own research and understand the details and risks involved prior to making an investment. IRC Section 1031 is a complex tax concept; therefore you should consult your legal or tax professional regarding the specifics of your particular situation. There are material risks associated with investing in real estate. Some include loss of principal, declining market values, and tenant vacancies. Real estate investments are typically illiquid investments. Past performance is not a guarantee of future results.