

SEVENS REPORT



alpha

September 7, 2017

In Today's Issue

- RSP—A Core Equity ETF that massively outperformed the S&P 500 over the longer term.
- Rich Uncles—Providing clients an avenue for direct commercial real estate investment while keeping that money part of AUM.

Idea 1: RSP—Guggenheim Equal Weight S&P 500 ETF

Can the S&P 500 outperform the S&P 500?

It sounds like a dumb question, but the answer is actually... Yes.

In fact, the S&P 500 has outperformed the S&P 500 314% to 112% over the past 17 years.

The reality is you can invest in two different S&P 500s. Same 500 stocks, but very different weightings of those stocks.

First, there's the regular S&P 500 that everyone knows. The ETF most associated with this version of the S&P 500 is SPY. That's the market capitalization-weighted version (stocks are weighted by the size of their market cap).

However, there's also a lesser-known version of the S&P 500. This version (which again holds the same 500 stocks) is an equal-weighted version of the S&P 500.



Two Different S&P 500s: The equal weight version of the S&P 500 has massively outperformed the more popular market cap weight version over the longer term.

So, instead of each stock in the index being weighted by its respective market cap, in the equal-weighted version every stock is weighed at a fixed 0.2%, regardless of how big or how small the market cap.

The practical effect of this is that AAPL (market cap \$815 billion) has the same weight as Activision Blizzard (market cap \$46 billion).

This equal weighting creates a very different S&P 500 than what is represented by SPY, and the reason is simple:

SPY is top-heavy:

- Apple's weight (3.5%) is equal to the combined weight of the index's smallest 105 stocks.
- The top 50 names in the regular S&P 500 represent almost 50% of the index. The remaining 450 names represent the remaining 50%.

And, over time, this market cap weighted S&P 500 index has outperformed an equal weighted alternative.

Why?

Because as specific stock prices rise they become overweighted in the SPY, while laggards become underweighted. Then, when the inevitable reversion to the mean occurs, the decline in the overweight stocks more than offsets the gains in the underweight stocks.

Sometimes (like this year) that can lead to temporary outperformance. But, as the numbers below will show you, over the longer term, it leads to significant underperformance.

Equal weighting does not favor a specific group of stocks, sectors, or other factors due to fundamentals, forward-looking projections or popularity. Instead, its broad disposition affords a greater representation of index constituents and reduces the dominance that a few large stocks can have on performance. (Importantly, allocations are regularly rebalanced back to their equal weights.)

And, this simple but different approach yields big, long-term outperformance.

Long Term Outperformance from the Equal Weight S&P 500.

In a day when active managers are mightily struggling to beat their benchmarks (a range of 3% to 15% of mutual funds are beating their respective indexes over the last 5, 10 and 15 years according to SPIVA scorecard), you might be surprised how often – and by how much – the S&P 500 Equal Weight Index outperforms the world's most-followed benchmark.

Over the last 17 years, the S&P 500 Equal Weight Total Return Index (SPXEWTR index-

es to 100) returned +314% while the S&P 500 Total Return Index (SPXT indexed to 100) returned +112%.

RSP Talking Points

- There is a historically better way to invest in the S&P 500 compared to buying SPY.
- RSP has an amazing history of consistently outperforming the S&P 500 Index (same goes for RSP).
- More balanced allocation reduces concentration risk.
- Quarterly rebalancing follows the “buy low, sell high” fundamental investment principle.
- RSP's expense ratio halved from 0.40% to 0.20% two months ago.
- RSP has not paid a capital gain distribution since its inception.
- Overweight FANG stocks? RSP provides diversification.
- RSP is suitable for a long-term, core allocation.
- RSP is commission-free at Schwab, E*TRADE and Pershing.

That's almost 3X the return ... just from equally weighting stocks instead of weighting them by market cap.

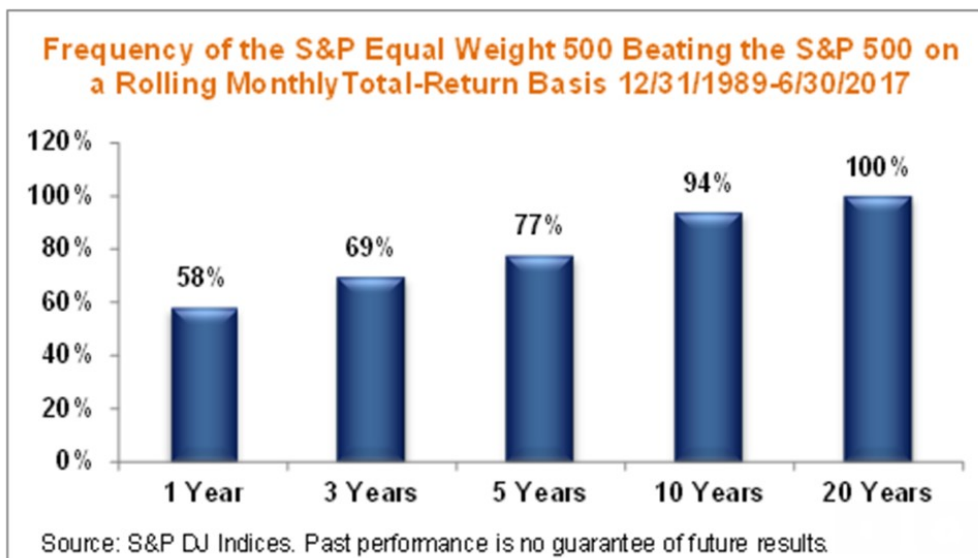
Also over that time, the S&P Equal Weight Index outperformed the S&P 500 Index in 13 of 17 calendar years, or 77% of the time.

Sam Stovall (Chief Investment Strategist of CFRA and Chairman of the S&P Investment Policy Committee) put out this research recently (see graphic at the bottom of the page).

The point of this graphic is the longer the period, the higher the probability of outperformance.

And, since most of us are investing for the medium and longer term, we thought this statistical proof was particularly important.

How to Play It: RSP - The Original “Smart Beta” ETF, Now With Lower Fees



Guggenheim was the first ETF issuer to abandon a market-cap-weighted approach and embrace an alternate-weighting strategy in the form of equal weighting.

In 2003, the firm launched the **Guggenheim**

S&P 500 Equal Weight ETF (RSP).

Standard & Poor's, in collaboration with Guggenheim, created the S&P 500 Equal Weight Index in response to demand for an official equally-weighted index with the same component stocks as the S&P 500. To maintain its equally-weighted composition, the S&P 500 Equal Weight Index rebalances quarterly.

In turn, RSP rebalances quarterly, as well.

RSP, just like its corresponding index, has outperformed the comparable the SPDR S&P 500 ETF (SPY) over time.

- Since its inception (April 2003), RSP has **returned a cumulative 350%**.
- SPY has returned a cumulative 260% over that same time.

That's the difference between a client having a \$3.5 million account vs. a \$2.6 million account (assuming an initial investment of \$1 million). And, that out-performance came with *no* trading.

Now, while these outperformance numbers are substantial, I want to make clear that RSP doesn't beat SPY or the S&P 500 Index every single year.

But, it consistently outperforms over all conventional trailing-return periods.

- RSP has impressively outrun the S&P 500 Index for 100% of rolling monthly periods over the last 10 years.
- It's also definitively outdistanced the S&P 500 Index over one- (58%), three- (73%) and five-year (84%) periods, as measured by rolling monthly periods, as well.

RSP's steady track record of outperformance also validates choosing equal weight over cap weight from an investment standpoint.

Another Tailwind for RSP

On 6/29/17, Guggenheim cut RSP's expense ratio from 0.40% to 0.20%. A huge 50% cut.

With this recent announcement, RSP now has a lower expense hurdle to clear. This should make future out-performance even easier to achieve.

As William Belden, Managing Director and Head of ETF Business Development for Guggenheim, told me:

"This significant fee reduction is designed to benefit existing shareholders and acknowledge the increasing use of RSP by institutional and individual investors as a core equity holding."

It's also important to note that the use of an ETF structure for an equal-weight strategy offers tax advantages over open-end mutual funds and other actively-managed offerings. Due to their unique creation/redemption process,

ETFs typically do not trade shares of their underlying portfolio for cash. Therefore, shareholders generally do not realize capital gains until they sell their ETF shares. Since its inception, RSP has not paid out a capital gains distribution."

All the previous return data for RSP was net of its former

expense ratio of 40 basis points. The new expense ratio of 20 basis points makes RSP even more attractive and more competitive in the ETF marketplace.

Time to Buy The Dip?

Interestingly, this year RSP is lagging SPY.

Through 8/31/17, RSP is up 8.4% while SPY is up 11.7%.

The reason is pretty clear – a lot of SPY's performance has come from a few tech stocks like AAPL, AMZN, FB, etc. (those contained in the internet ETF FDN).

But given a medium- and longer-term time horizon, I see this relative underperformance as a buying opportunity in RSP.

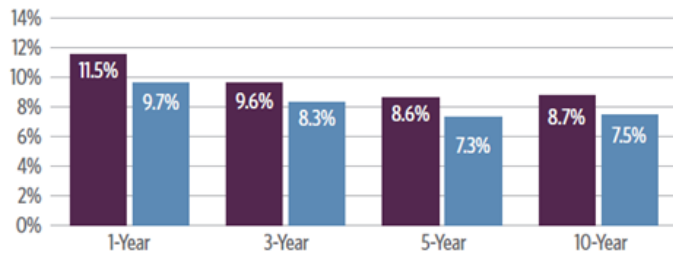
Think about it: If we know that RSP outperforms SPY over the long term, and because of the outperformance of a few stocks that performance gap is tempo-

<u>RSP Facts</u>	
Inception Date:	4/24/03
Assets:	\$13B
Avg Daily Vol:	470K
Expense Ratio:	0.20%
Mstar Rating:	4 Star

Average Annualized Rolling Returns as of 6.30.2017

For Rolling Monthly Periods (NAV Performance)

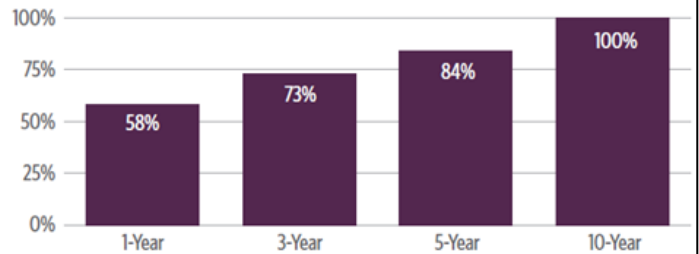
■ RSP ■ S&P 500® Index



% of Time RSP Outperforms S&P 500® Index

For Rolling Monthly Periods (NAV Performance)

■ RSP



rarely reversed, then now is an opportunity to buy RSP at a discount to SPY – because we know statistically this performance will return to its normal state, with RSP outperforming.

Point being, if we're looking to get into RSP, now is an attractive time.

Despite Its Outperformance, RSP IS Still Relatively Unknown

While it's gaining favor, it's still a relatively unknown investment approach.

For instance, RSP has \$13 billion in assets. In the grand scheme of things, that's a small asset base. The top three S&P 500 cap-weighted ETFs (SPY, IVV and VOO) have a combined \$440 billion in assets.

As Guggenheim's team gets the performance – and fee reduction – story out to the masses, RSP should see increased future inflows.

Belden also pointed out:

"The reduction in concentration risk — combined with a quarterly rebalance — has helped RSP frequently outperform the S&P 500 since the fund's 2003 inception on a rolling basis.

And as a bonus for tax-conscious financial advisors, RSP has never distributed a cap gain since its inception 14 years ago."

In the end, the performance of equal-weight portfolios – both index and ETF – confirms that simplicity works.

RSP can serve as a long-term, core equity allocation. It works as a standalone position or alongside a cap-

weighted index fund like SPY.

Note: RSP trades commission-free at Schwab, E*TRADE and Pershing.

Idea #2: Direct Commercial Real Estate Investment For Regular Investors

Do you know which asset class American investors consider the "best long-term investment?"

It's not stocks. It's real estate.

At least, that's what a Gallup survey of over 1,000 Americans in April of this year told us.

In multiple-choice format, the options were bonds, savings accounts/CDs, gold, stocks/mutual funds and real estate.

- 5% chose bonds
- 13% chose savings accounts/CDs
- 18% chose gold
- 26% chose stocks
- 34% chose real estate

Real estate scored a landslide victory. It was the top choice in 11 of 12 categories.

And, it's easy to understand why. Sure, some real estate hopefuls aspire to be the next Sam Zell or Ted Lerner.

And many astute investors know some of America's wealthiest families have built their fortunes through real

estate investing.

But at its core, the asset class offers stable cash flows, the potential for capital appreciation, portfolio diversification and inflation protection.

It makes you think how AUM could grow if an advisor could offer real estate investments as frequently/easily as he or she can offer stock investments.

Unfortunately, investing in this asset class – and getting the true benefits – is often easier said than done.

For everyday investors, the options are typically limited to REITs, real estate stocks, mutual funds and ETFs.

They don't have the capital, time or knowledge to invest in private real estate deals.

And, while technically REITs and other stocks are exposed to real estate, the truth is that these publicly traded investments (REITs, ETF, Home builder stocks, etc.) often are just at the mercy of the markets.

Just look at a longer term chart. The correlation to the S&P 500 is somewhat scary, if you're looking for diversification.

So, investors that do invest directly in real estate often do so outside a financial advisor's model portfolios... and those assets are non-billable.

But today, I want to discuss an alternative solution that is helping regular investors invest in private real estate.

And, it's a potential win-win for both advisors and investors, potentially, bringing a portion of those private real estate dollars back in house.

Real Estate Crowdfunding

"Crowdfunding" is an online financing tool. It pools resources from hundreds or thousands of smaller individual investors to make large-scale acquisitions.

You may know the term crowdfunding from sites like Kickstarter, where backers give money and receive a product/gift in return from the company. That's "donation-based" crowdfunding.

With real estate crowdfunding, multiple investors pool

their funds together to invest in real estate projects and share in both interest and capital appreciation.

New platforms (Fundrise, Groundfloor, RealtyMogul, and Rich Uncles, etc.) allow everyday folks to invest in private real estate deals for as little as \$10.

To allow greater access to regular investors, some of these platforms have opened as "Regulation A+" offerings (an alternative to a traditional IPO) due to the JOBS Act and recent approvals by the SEC.

There are two main investment types to choose from in real estate crowdfunding: Equity and debt.

Equity investments: Each investor holds an equity stake in the property and shares in a portion of the rental income the property generates.

Debt Investment: Each investor receives a share of the interest as the mortgage loan associated with the property is repaid.

Equity investments **offer the potential for bigger returns**, but they also come with increased risks and usually require longer holding periods.

Debt investments have **limited upside due to the loan's interest rate, but are generally less risky**.

Point being, there are two options for investors that cater to 1) The risk taker, or 2) The risk averse.

There are three main reasons real estate crowdfunding can make sense for investors.

First, the risk-adjusted yields far exceed those of other options. Most of the platforms we mentioned earlier yield 7% to 12% on an annualized basis. Generally, money is paid back in a short amount of time.

Second, you don't have to turn your money over to a fund manager. Meaning, a portfolio manager isn't charging hidden fees of 3% to 4%. Most investors don't realize the magnitude of fees they're paying for exotic REITs or real-estate focused mutual funds, or the effect of those costs on performance over time. After all, it's not like a REIT or mutual fund sends you a bill. **Real estate crowdfunding can dramatically lower your costs.**

Third, It's easy to get started. Any investor can fund an account from the comfort of their couch with a laptop or smartphone in hand.

And for financial advisors, the top two custodians (Schwab and Fidelity and more coming soon) provide access to my favorite platform.

Our Preferred Real Estate Crowdfunding Company:
Rich Uncles (www.richuncles.com)

Now, before I get into the specifics of Rich Uncles, let me again clearly state that I have NO relationship with them. I actually don't even know anyone at the company (the analyst that helps me with these issues has spoken to the PR people there, but only for information for this report).

RichUncles.com was created to make direct real estate investing easy and affordable for the smaller investor. Rich Uncles "crowd sources" funds from the public and buys commercial and residential properties.

Description: First, Rich Uncles' non-traded REITs receive rent from creditworthy tenants. Then, they distribute that rent to shareholders in the form of monthly dividends.

The first offering was a California REIT (Rich Uncles Real Estate Investment Trust I) that launched in 2012 (it's closed to new investments, but is still running).

Their National REIT (formerly, Rich Uncles NNN REIT and now RW Holdings NNN REIT) launched last year.

People: I've always believed in the theory that it makes sense to invest alongside wealthy, knowledgeable people, and that works with Rich Uncles.

Rich Uncles has three founding partners:

Ray Wirta (founding

investor), Harold Hofer (CEO) and Howard Makler (president).

Wirta also is the chairman of CBRE Group. (CBRE is the world's largest commercial real estate services and investment firm). He's also president of the Irvine Company (one of the most-expensive portfolios of privately owned real estate in the U.S.). He's undoubtedly one of the world's smartest and wealthiest real estate investors.

With Rich Uncles, investors put their money into the same properties that Wirta puts his own money – and his family's money – into.

Co-founder and President Howard Makler put it this way:

"We own commercial properties with long-term leases, low debt (limited by prospectus to no more than 50% debt) and long-dated and creditworthy tenants.

With Rich Uncles, we don't give our money to anybody else. If you invest with us, you have the opportunity to invest alongside Ray Wirta and benefit from his decision making. Wirta is one of the leading real estate owners/investors in the country."


Real estate type: Commercial.

Some examples include:

- A 100,000-plus sq. ft. Florida office leased by Northrop Grumman
- A California property occupied by the U.S. Department of Labor's Mine Safety and Health Administration

- A motorcycle dealership with a 15-year lease to the No. 1 Harley-Davidson dealership in Texas


Meet the Uncles



Ray Wirta
Founding Investor

In 2012 Ray launched the idea of "Real Estate Investing for Everyone" through a proprietary technology platform known as Rich Uncles.


Ray is the chairman of the board of CBRE Group, Inc., the world's largest commercial real estate services and investment firm. CBRE is a Fortune 500 and S&P 500 company with 2016 revenues of \$13 billion.



Harold Hofer
Chief Executive Officer

Harold is responsible for the overall direction of Rich Uncles, including real estate, finance, and strategic initiatives.

Harold is a seasoned real estate expert with over 30 years in the financial industry and \$2 billion in transactional experience. He is a graduate of the UCLA School of Law.



Howard Makler
President

Howard oversees technology, investor relations, and marketing for Rich Uncles. He is a successful entrepreneur, having created businesses in commercial real estate, renewable energy, and computer gaming.

Howard has also served as Professor at the ICSC's School of Leasing at the Wharton School of Business for over a decade.

Fees: Rich Uncles takes 3% of gross proceeds from the sale of shares to pay for organization and offering costs. (All fees are removed prior to dividend payment.)

I realize that 3% per year seems expensive, but there are a few things to consider:

First, those fees are in-line for most direct investment real estate partnerships.

Second, the returns we are quoting here (7% per year) are net of fees.

Third, when considering the return and fee structure compared to most REITS, it's a better deal (you pay more in fees but your returns are higher).

Other non-traded REITs often raise capital through a commission-based distribution system that involves paid intermediaries such as broker-dealers and financial planners.

The total commission and fee structure via this distribution channel is typically 10% of the overall offering proceeds.

Rich Uncles does not pay commissions and has dramatically lower costs than traditional non-traded REITs.

Returns (net of fees): 7% annual dividend plus potential price appreciation in the property.

For instance, if you reinvest the dividend and the property value rises 2% per year, **it's a 9% annual return!**

In contrast, the largest REIT ETF by assets, the \$35 billion Vanguard REIT ETF (VNQ), has an

unadjusted effective yield of 3.9%. And, the FTSE NAREIT

All Equity REITs Index has a yield of 3.8%.

Distribution frequency: Monthly.

Term: RW Holdings NNN REIT is a \$1 billion offering with no liquidation event currently scheduled.

Liquidity: Monthly redemptions available (3% charge in first year, 2% charge in second year, 1% charge in third year, no charge after the fourth year).

Requirements: \$500 minimum.

Availability: Currently open in 24 states: California, Colorado, Connecticut, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Kentucky, Louisiana, Montana, Missouri, New Hampshire, Nevada, New York, South Carolina, South Dakota, Texas, Utah, Virginia, Vermont, Wisconsin and Wyoming. (75%-80% of U.S. population). More states will be added in the future.

Tax Status: Typically, distributions will be taxed as ordinary income.

Direct Investment In Commercial Real Estate Talking Points

- Offer a compelling way for investors to access their favorite asset class as a strong yield.
- Real estate crowdfunding is when multiple investors pool their money together to invest in private real estate projects and share in interest and capital appreciation.
- Invest like – and with – Ray Wirta. He's the Chairman of CBRE Group (world's largest commercial real estate services and investment firm) and the founding investor of Rich Uncles and RW Holdings. Wirta puts his own money into these properties.
- Non-traded REITs do not typically experience the volatility of publicly traded REITs and real estate funds.
- Earn yields that are roughly double traditional options. For example, Vanguard REIT ETF (VNQ) yields less than 4%. RW Holdings NNN REIT, which is open to retail investors, yields 7%. RW Holdings institutional NNN REIT (minimum aggregated investment of \$2.5 million) yields 8%. Tack on projected annual appreciation of 2% and the hypothetical total returns are 9% and 10%, respectively.
- Monthly distributions.
- Offers taxable and retirement account options.
- As an advisor, you can use RW Holdings NNN REIT or a separately managed account on Schwab and Fidelity platforms. RW Holdings is in talks with Pershing, TD Ameritrade, Wells Fargo and other institutions to appear on their investment platforms.

Some portion of the distributions may not be taxable in

the year received due to depreciation expenses. This defers a portion of tax until the investment is sold or liquidated, at which point it would be taxed at the capital gains rate.

Tax document: 1099.

Risk profile:
A+ Better Business Bureau rating.

Other Details:
For each deal, Rich Uncles

posts pictures of the property; property, tenant and deal specifics, and what they like about the deal.

Makler also said:

Their portfolio is diversified by geography, product type and industry. No (single) one has more than 5% of their income.

We look at 300 properties a day and whittle it down to maybe three that are worth a deeper look. We do a significant amount of due diligence (i.e., we physically go and visit every property we invest in).

Over 50% of our tenants are investment grade by Moody's or S&P.

All this is great for the average investor. But, financial advisors can offer all the same advantages in a better wrapper.

RW Holdings Offerings – A Better Deal for Advisors and Their Clients

RW Holdings offers the same compelling U.S. real estate opportunities with stable, risk-adjusted returns through a diversified portfolio of institutional quality investments.

RW Holdings' strategy is to purchase high-quality, single-tenant, triple-net-leased assets with an emphasis on risk adjustment and strong yields.

Wirta and team look for commercial properties with long-term leases in place to investment-grade credit tenants who are responsible for paying their base rent. In addition, tenants pay all the

expenses related to real estate ownership (property taxes, insurance, and maintenance).

There are plenty of properties to choose from. The single-tenant, net-lease market is a big shopping ground. It's a \$2 trillion market in the U.S. where \$100 billion trades hands each year. And, there's \$2+ trillion in trapped equity on corporate balance sheets (potential sale/leaseback).

How an Advisor Can Access RW Holdings

Financial advisors can participate through the evergreen REIT structure of the primary fund, or through a separate account with a predefined strategy.

RW Holdings offers the **retail investor REIT** (RW Holdings NNN REIT) for investments below \$2.5 million.

It also offers an **institutional investor REIT** (RW Holdings Institutional REIT) for investments above \$2.5 million. The institutional REIT allows institutional and high-net-worth investors the ability to invest at a discounted fee structure with correspondingly higher returns.

RW Holdings' investors get flexible liquidity and **monthly tax efficient dividend distributions at an annual rate of 8%.**

Wyndham Vacation Ownership

10650 W Charleston Blvd, Las Vegas, NV
(LAS VEGAS, NV MSA)

RW Holdings NNN REIT, Inc. (Acquired 6/2017)



Investment Details

Tenant	Wyndham Vacation Ownership
Purchase Date	June 2017
Purchase Price	\$11,331,000 (In Portfolio)
Annual Rent Revenue	\$800,000
Acquisition Cap Rate	7.1%

Recent Property Acquisition

Made by RW Holdings

(Acquired June, 2017)

Property Highlights

Wyndham has occupied this property since 2005.

Property Type	Office Property
Total Building Rentable Area	41,390 SF
Total Parcel Size	4.8 acres
Percent Leased	100%

Tenant Information and Lease Overview

Lease Guarantor – Wyndham Worldwide Corporation.

Credit Rating: S&P "BBB-".

Remaining Term	11 Years
Lease Structure	NNN
2016 Annual Revenue	\$5.6 Billion

Tenant Use: Wyndham uses this property as a management and administrative center as well as a call center. This facility also oversees operations at the adjacent multi-tenant building in which Wyndham rents 58,946 sq. ft.

Tenant Business Line: Wyndham Vacation Ownership develops, markets, and sells vacation ownership interests to individuals.

For larger investors, \$50 million and above, RW Holdings offers a segregated investment account. This option provides customized solutions in terms of portfolio composition, leverage profile and liquidity preferences. In these customized accounts, RW Holdings is structured to co-invest up to 10% alongside its partners.

Availability: RW Holdings NNN REIT is accessible to all Registered Investment Advisors [RIAs] via the Fidelity Investments and Charles Schwab “alternative” investment portals.

The firm is currently engaged in conversations with other institutions (Pershing, TD Ameritrade, Wells Fargo, etc.) to appear on their investment portals, as well.

However, regardless of their established relationships with RIAs or financial advisors, all prospective investors in RW Holdings NNN REIT must reside within previously approved states.

With increasing competition in the investment advisory business, real estate crowd-funding can be a useful tool for advisors.

Presenting an “Uncommon Value-Add” for Clients

Nowadays, many advisors are under increased pressure from the robo advisor phenomenon to show true value-add.

One value-add opportunity exists on the alternative investment margin. If you have 10%, 15%, 20% or more allocated to alternatives, what unique opportunities are you presenting to clients?

Many advisors will default to a REIT mutual fund or ETF. That’s fine. But, a robo advisor can do the same.

This is a product type that an advisor can look at, vet, and do additional research on. Plus, it provides a superior yield, tax advantages and lower fees compared to traditional real estate investments.

Another one of the Rich Uncles, CEO Harold Hofer, outlined the main reasons why financial advisors should consider making an alternative allocation to RW Holdings Institutional REIT or Institutional SMA.

Lower Volatility. RW Holdings Institutional REIT is designed to produce consistent levels of income that are not affected by the volatility of the stock market.

Upside Appreciation and Higher Dividend Yields. Our advisor’s active management style will potentially result in increased funds from operations and appreciating property values, which may drive future increases in Net Asset

DANA Incorporated

5900 Highway 183A Frontage Road, Cedar Park, TX
(Dallas/Fort-Worth, TX - MSA)

RW Holdings NNN REIT, Inc. (Acquired 12/2016)



Investment Details

Tenant	Dana Incorporated
Purchase Date	December 2016
Purchase Price	\$9,737,000 (In Portfolio)
Annual Rent Revenue	\$665,917
Acquisition Cap Rate	6.8%

Recent Property Acquisition **Made by RW Holdings** **(Acquired December 2016)**

Property Highlights

This property was a build-to-suit for Dana Incorporated in 2013.

Property Type	Industrial Property
Total Building Rentable Area	45,756 SF
Total Parcel Size	5.6 acres
Percent Leased	100%

Tenant Information and Lease Overview

Lease Guarantor – Dana Incorporated. Credit Rating: S&P “BB+”.

Remaining Term	7 Years
Lease Structure	Absolute NNN
2016 Annual Revenue	\$5.8 Billion

Tenant Use: Dana’s sole research, development and testing facility for Dana Incorporated’s Continuously Variable Transmissions (CVT) system for a full range of vehicles, including passenger cars, forklifts, buses, military and construction vehicles.

Tenant Business Line: Dana Incorporated is a global manufacturer of customized automotive powertrain products, such as axles, transmission systems, thermal control, and fuel cell technology.

Value. Investors in RW Holdings Institutional REIT will also benefit from an 8% annualized dividend yield.

Industry Expertise. Every potential asset that RW Holdings NNN REIT and RW Holdings Institutional REIT seek to acquire is vetted and approved by a team of commercial real estate investment experts led by Ray Wirta, chairman of CBRE.

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Bottom Line

Real estate crowdfunding sources, including Rich Uncles and RW Holdings, offer an “outside the box” way for average investors to get direct commercial real estate exposure—all at a better yields and lower cost than traditional REITs.

It’s a compelling solution to the problem of 1) Getting clients more direct real estate exposure and 2) Ensuring those assets stay under the advisor’s umbrella.

Have a good weekend,

Tom

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