Grande AMA & Associates
Building Generational Wealth one Family at a Time

6 Criteria To Safe Long-Term Investments Your CPA & Financial Planner Never Told You About

"He who fails to plan is planning to fail." – Winston Churchill

That quote is extremely appropriate in a special report about investing because the single biggest factor so many investors lose their money is because of a failure to plan.

To be more specific, it's a failure to come up with and understand what their "criteria" for a safe, long-term investment truly is.

The fact is every successful investor I've ever worked with has had criteria that he/she ALWAYS followed to have success on their side. Even the greats like Warren Buffett, and Bill Gates, have a specific set of rules and criteria that they pretty much never stray from.

Now, I don't know you and I don't know what your specific criteria are. This report is designed with two things in mind:

1. To share with you the 6 points the smart money investors I work with use as their criteria

2. To perhaps add, modify, or simply create a set of criteria for you to use moving forward, whether you choose to work with us or not

With the groundwork already laid out, let's get started:

Criteria #1: Safety And Security

Investors I work with, especially the ones investing several hundred thousand dollars with us, consistently tell me about one issue in particular.

This particular concern for them is very high on their priority list especially in the beginning of our relationship.

See we hear a lot that their biggest concern is keeping their money safe and secure, especially as it's going to be placed.

Would you consider this to be of importance to you?

Yes, of course it is.

Here's a fact: of the investors we've surveyed, 100% of the time they want to make sure their money is safe and secure.

So what do we do to make sure our investor's money is safe and secure?

We achieve this by having a very strict policy and procedure for how the money is wired and placed.

You see, we make sure the money is wired DIRECTLY from the investor's account, to the trust account.

No middlemen.

No stops along the way.

We found that when investors are asked to wire money into an account that is NOT the trust account, problems always appear. So for this reason, we have the investor wire it directly.

And when is the money touched?

Well technically, NO ONE touches the money once it's in the trust account but obviously it needs to be placed somewhere in order for it to start generating a return.

For this reason, once the money is in the trust account, it is only placed when we have the specific wiring instructions from the Title Company.

Then and ONLY then is the money wired to the Title Company for closing on the investment property.

So the trail of the investor's money would look like this:

Investor's Bank Account → **Trust Account** → **Title Company**

This is the Chain of Custody (COC) that occurs with all investor money. And the important thing to note is that the chain is NEVER broken.

Because of this, the investors we work with feel comfortable that their money is safe and secure, especially in that ever so important beginning phase.

Action Tip: Any potential investment you're about to take on MUST have a verifiable, easy to understand COC (Chain of Custody).

If upon meeting with ANYONE that's asking you for money, and they don't address this issue, my advice to you is to:

RUN!

That person simply does not understand or value the importance of this first criteria.

Criteria #2: Long Term

Having worked with many investors, the smart money is always looking for the long-term investments.

They're looking for cash flow. So much so that the buzz phrase these days for so many is "Cash flow (not cash) is King!"

Almost universally every investor wants a great return, but what we've found is even more important to the investors we work with is the long-term cash flow strategy.

They don't want their money going into a deal, only for it to be flipped around in a short amount of time, pay all the **taxes** that need to be paid, go through the hassles involved with exiting an investment, only to have the money go back to their bank account earning abysmally low interest.

You see, when my investors speak to their CPA's, Financial Planners, and other advisors, they're told one golden rule: Invest in better than average rate of return investments that are 5, 7, 10 plus year periods.

This is why we place your money for the long term.

This isn't an investment where the money goes in, the property is flipped, and that's it. It's over.

Aside from the fact that this type of investment <u>requires</u> an ever-expanding inventory of cheap houses that you then have to flip to someone who is HOPEFULLY willing to pay more for the property (which is EXTREMELY hard to do in this environment) the logistical hassles and tax liabilities are so high, your actual rates of return typically are actually LESS than average.

That's why we simply don't do these types of deals.

Our deals involve long-term cash flow and when you call the office, I can further explain exactly how our deals work.

Action Tip: Ask yourself this very simple question: Do I want to follow the smart money and invest for the long term and strive for long term cash flow?

If your answer is “Yes” then we can most definitely work together. If your answer is “No” then working with us is not a good fit.

Criteria #3: Pay The Lowest Tax Possible

Everyone knows that the single biggest expense for any business is NOT:

- Marketing/Advertising
- Employee Costs
- Operational Expenses

Or anything like that… The absolute biggest expense you'll have as an investor is what you pay in taxes.

Let's face it. There's no way to legally avoid paying taxes. So let's get that out of the way as quickly as possible.

So it's not a question of IF you'll pay taxes, but HOW MUCH taxes you'll pay.

Wouldn't you agree it's important for you to pay the lowest tax rate possible and keep more of YOUR own money?

It is for this very reason we simply do NOT invest in highly speculative investments which always bring with it the absolute highest tax rates.

That's why we don't buy a property "hoping" we can then turn around and sell it for a big profit.

We don't buy a property "hoping" for appreciation.

We don't do high speculation investments especially with someone else's money.

This third criteria is also why the smart money goes for the long term because the longer you can defer paying taxes (in many cases you can legally defer indefinitely).

You see they get to have high return cash flow without the massive tax exposure you get with many of the typical highly speculative investments.

Action Tip: You have to ask yourself a very important question here. Do you like to take big risks on a consistent basis with the danger of big losses?

I know that may seem like an “obvious” question with an “obvious” answer, but the fact is, many folks actually like the high-risk play. They feel that although they can lose big, they can also win big.

In many cases that’s true, but the reality is, this strategy simply doesn’t work for the long term.

So give it some serious thought and consideration. There are plenty of people out there that will help you invest in high risk, high speculation investments but we definitely wouldn’t be able to work together because that’s just not what we do.

Criteria #4: Low Risk/Conservative

Did you know that Warren Buffett has a DOCUMENTED 40 plus year track record of 18% plus return on investment for his investors?

Obviously this is Warren Buffett we're talking about and his investors go in for huge amounts of money, but…

…There's a very specific common attribute we have with Warren Buffett that give us the higher than average returns our investors enjoy.

Would you like to know what that is?

Contrary to popular belief, you simply cannot have a long track record of higher than average returns, on a consistent basis, by investing in high risk areas.

Warren Buffett's secret, and our secret as well, is we take the conservative approach.

In fact, many people I've worked with in the past have been extremely surprised at how conservative I truly am.

I've learned from investors like Buffett that if you want high rates of return, consistently month after month, year after year, you simply can NOT invest in highly speculative areas.

That's why we don't buy properties where we speculate we can turn around and sell it for a much higher profit.

Doest this strategy work some of the time? Sure. In highly appreciating markets this can work… for the short term.

Everyone knows someone that lost all their life savings going after these high speculation plays.

Why?

Because this strategy has a VERY small window of opportunity.

Not only that, but you simply can not count on this strategy for the long term, and don't forget that the second criteria of the smart money investors is Long Term.

Therefore, this strategy immediately violates one of the rules.

I'm sure you either personally know, or know of, investors that broke life-long rules for quick gains and wound up losing it all.

Because we're so conservative, like Buffett, we can consistently provide a high rate of return to our investors.

Action Tip: Understand that high risk DOES NOT equal high reward! I'm not sure who coined the phrase, but when it comes to investing, nothing could be further from the truth.

Recent history is full of examples that show this is simply not the case. The dot.com bubble, the housing bubble are just two examples of how things go dangerously bad by following this high risk = high reward mentality.

The truth is, only conservative investment makes it in the long term.

Criteria #5: High Return

When we talk about high rates of return, please understand that we're not talking exaggerations and pie-in-the-sky numbers.

What we're talking about are above average returns.

How much more than average?

Anywhere from 2-5 points higher than average.

Do we get much higher returns? Yes we do. But I'm not going to mislead you into thinking that 16%, 18%, and 25%+ is normal. It's not.

Does it happen? Of course, but remember, we invest for the long term and long term 2-5 points above average is what we've determined is an accurate representation of what you can expect to gain over the long term on these investments.

Action Tip: The age-old advice of "if it's too good to be true, it probably is" has never been more appropriate!

Criteria #6: Details of Program

In my many conversations with investors, how we arrange the details of the investment are extremely important.

Will you be getting a fixed rate of return?

What about the monthly cash flow?

Is there an equity share?

All these questions can be answered when you call the office so we can explain the various programs we have available.

One thing you can be sure of is if you believe the above criteria are important to you.

If you agree with us that the long term approach is best and that the conservative approach to investing is what you're looking for, we most definitely have a program that will fit your needs.

All you have to do is call the office at: **(480) 542-7772** and ask for
Anne Amagrande or Ezekiel Chamblain

We can talk for as long or as little as you need, as long as we can correctly identify if:

Working together is a good fit

You'd be a good match as an investor for us

We'd be a good match for you

Action Tip: All you have to do right now is pick up the phone and give me a call. If you've read this far, then it's clear you agree with the criteria laid out by the investors I've worked with and the must have's of the smart money out there. So go ahead and give us a call.

CONTACT INFO SHEET

	
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