

2011

Private Money Investor Program



Bella Investment Group, LLC

207 E. Ohio St., Suite 240, Chicago, IL 60611

(866) 77-BELLA

www.BellaInvestmentGroup.com

www.PrivateMoneyREI.com

PRIVATE MONEY INVESTOR PROGRAM SUMMARY

We are pleased to offer an absolutely “hands-off” way for the private investor to diversify their investment portfolio through real estate with our Private Mortgage Loan Program.

We are in the business of buying deeply discounted real estate with huge upside potential, renovating and upgrading the properties, and selling them for a profit.

We finance the purchase of our properties through private money investors such as yourself. This type of financing allows us to make all cash offers and close quickly, in order to buy properties for the lowest possible purchase price. Traditional bank mortgages do not offer the flexibility needed to obtain properties at such deep discounts, nor do they allow for the purchase of properties that may need to be fixed up before they can be sold.

We utilize private investors who have ready access to liquid funds of at least \$50,000 to close our real estate deals and fund the project rehab. As one of our private investors, your money will be funding one single rehab project at a time, with a defined time line and exit strategy. Your investment will be secured by a first position mortgage on the property at all times and will be paid back in full at the predetermined interest rate upon the successful completion and sale of the property.

Our typical project time timeline ranges from 6 to 24 weeks. We offer extremely lucrative terms in exchange for the short term use of your money.

Once we have secured a deeply discounted property purchase contract and done the proper due diligence, we will contact you to let you know that we are ready for your investment funds in order to close on the property and begin the rehab process. At the time of closing, we will execute and file a mortgage on the property for you for the entire amount of your investment. Upon successful completion and sale of the property, you will be issued a check for the full amount of your investment plus interest.

To be considered for a private investor opportunity, please fill out the short investor application on our website at <http://www.PrivateMoneyREI.com> and we will be in contact with you shortly!

Please feel free to contact us if you have any additional questions.

PLEASE NOTE: This is not a security. The information provided herein is not intended to be for the purpose of soliciting a security under state or federal regulations. This information is intended to give the private investor an alternative to other types of non guaranteed investments such as stock market investments, but is not intended to be the solicitation of a security under SEC rules and definitions. This is intended to be a private borrowing transaction.

HOW IT WORKS



After we have secured a purchase contract on a deeply discounted property and have done all proper due diligence, we will contact you to wire funds directly to the title company 24 – 48 hours prior to closing.



At the time of closing, a first position mortgage lien will be placed on the property and filed on your behalf, securing your money for the entire length of the investment. The property will then be rehabbed and sold. The typical time frame for this process is usually just 2-6 months.



Once the property has been sold, you will receive a check for the entire principal amount of your investment plus the accrued interest!

FREQUENTLY ASKED QUESTIONS

Q. I've never heard of Private Mortgage Loans before. Are they a common type of investment?

A. Yes, Private Mortgage Loans are actually a very common investment type and are a preferred investment strategy among many experienced investors due to their high rates of return, full security and very low risk. In fact, most bonds that you may own, whether personally or through a mutual fund, are actually Private Mortgage Loans.

Q. Why are Private Mortgage Loans better than other types of investments?

A. Our investors prefer our High Yield Private Mortgage Loan Investment Program to low interest rate bank products such as CD's and savings accounts. They also make a better alternative for those who don't like the risk and volatility of stocks and mutual funds.

Q. How safe is this investment and how is my money secured?

A. Your money is secured for the entire length of the investment period by a single piece of high equity real estate. At the time your investment is made, a FIRST POSITION mortgage lien will be filed on your behalf for the total of your investment amount and you will ALWAYS be the only lien holder on the property. Our properties typically have at minimum 30% equity and often times 50% or more, making this one of the best risk/reward investments available.

Q. How long is the typical investment period and when will I be paid back?

A. The average turnaround time for most of our investments is 2-6 months. You will be paid back in full your principal plus interest directly at closing once the project has been completed.

Q. Is this a one-time investment opportunity or will I be able to invest with you again once a project is completed?

A. Due to our high volume, we will almost always have another opportunity for you to invest once your current investment has been completed. Most of our investors choose to keep their money continually in play with us due to the outstanding returns they receive. All of our deals are still done one at a time, meaning that you will always be paid your principal plus interest at the end of each investment. You will then have the opportunity to invest again on another project if you choose to do so.

Q. What is the current rate of interest that you pay?

A. Currently we are paying 16% - 18% on an annualized basis plus guaranteed points on each project.

Q. Can I use my IRA to invest in your program?

A. Yes, we can show you how you can use a self directed IRA to invest with us and your returns may even be tax free if invested from a tax free type IRA account.