



Welcome to the **December 2009** edition of the 37th Parallel Properties Newsletter. Every month we highlight ways to increase your cash-flow and net worth through real estate investing. To schedule your FREE Portfolio Consultation, please send us an [email](#) or call **888.837.3720**.

Our mission is to significantly increase our client's cash flow and net worth.

News & Announcements

Apartment Project - Sweetbriar Apartments



Since our announcement of this new project in the last newsletter we've been busy finishing up due diligence and moving forward with the assumption process. There's a lot work still remaining on the financing side, but the timing looks good for a January closing date on this project.

To learn more about this apartment investment please attend one upcoming overview webinars.

Monday 12/7/09 | 9:30 PM Eastern / 6:30 PM Pacific

Click here to register => <https://www2.gotomeeting.com/register/738842699>

Thursday 12/10/09 | 9:00 PM Eastern / 6:00 PM Pacific

Click here to register => <https://www2.gotomeeting.com/register/923444051>

Learn more...

Click an image below to find out more about our company and our program offerings!

Company
Overview

Company and Programs

Preferred
10/10

\$10,000/month Passive

Direct
(Quick Start)

Get Cash-flow Fast

Multi-family
Asset Mgmt

Cash-flow and Equity

Private
Lending

Become the bank

Contact Information

Ed Barriskill
925.899.5192 - Mobile

Project Highlights:

This opportunity consists of 78 high quality apartment units situated in 11 buildings located on a 5.95 acre hilltop site with dramatic views of the Cincinnati skyline. Sweetbriar is a fully amenitized complex, including a swimming pool, landscaped sun deck and laundry facilities in three buildings.

This is an attractive and assumable project at 5.67% interest coming due in 2015. This provides for an excellent stabilization window going into a refinance or sale at the end of the term. It also allows for a future profitable sale via assumption to another buyer after the project is re-stabilized in 18-24 months.

This project is a "[value-play](#)" investment with attractive appreciation potential while still earning tax advantaged cash flow along the way.

Some key facts about this property:

- Great property in great location with management and maintenance opportunities.
- Estimated IRR Range 18% - 24%
- B- Property in B+ location. Room for material upside.
- Outstanding location in the sought after area of Newport Kentucky (aka the "South Shore" of Cincinnati) with outstanding views of the downtown and river complex.
- Only multi-family complex in all of Newport with views of downtown/waterfront.
- All brick buildings in great structural condition and good onsite amenities
- Opportunities for other income and rental rate improvement.

If you would like to learn more about this exciting investment and how you can participate in the most stable asset class in real estate right now, contact Ed Barriskill at 925.899.5192 or ebarriskill@37parallel.com TODAY or attend one of our overview webinars.

925.754.6910 - Fax
ebarriskill@37parallel.com



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cdoty@37parallel.com



"Referral Program for Life" - Are you missing out on \$10,000?

In our continued commitment to constant and continuous improvement, we announced an upgraded and formalized referral program in our last newsletter. We encourage you to **ACT NOW** to create a win-win experience for **BOTH** you and your friends, family, and associates.

To learn more about how you can help a friend and earn additional income, go directly to www.37parallel.com/refer or email Ed Barriskill at ebarriskill@37parallel.com.

Weekly Wealth Tactics - 50+ Years of real estate experience in your inbox every week

For a limited time only, you can register to receive a new, proven Wealth Tactic every week from professionals with over 50 years of combined experience in real estate, investing, and portfolio consulting. Try it here => <http://www.37parallel.com/Tactics>

Below are a few examples:

Wealth Tactic Sample 1 - Self Directed IRA

..."In 1979 the government gave the common investor a wonderful gift, allowing us to use our retirement funds in **Self Directed IRA's**. This program allows for investments in many types of real estate including: Single family houses (1 to 4 units), commercial real estate (e.g. retail centers, business office complexes, hotels, industrial), and other types of real estate assets. Most stock brokers and financial counselors know about this "gift" but are reluctant to tell us about it...." Click the link below to sign up...

==> <http://www.37parallel.com/Tactics>

Wealth Tactic Sample 2 - Are you an Investor or Gambler?

..."Remember, you have a **very strong level of control over the performance of your investment**, especially if you focus on the Cash Flow benefits of a property. While you can't change the market and you can't change (or very rarely) the available team, you can change the rehab level, tenant selection criteria, rents, marketing, tenant management, etc, etc. This control creates a level of safety and wealth if applied correctly.

If you research the right metro areas with the right fundamentals and if you research and find the best teams (acquisition, rehab, management, legal), you will have significantly decreased your risk. Research trumps probability mainly because a good property in a bad area is still doomed, but a bad property in a good area can do pretty well..." Click the link below to sign up...

==> <http://www.37parallel.com/Tactics>

Referral
For Life

Increase Cash-Flow for You
and Your Network

New Blog Posts:

If you haven't taken a peek already, it's definitely worth your time to check out the 37th Parallel Blog. During the month we provide updates on market visits, new investments, thoughts on lifestyle, wealth building, etc. The litmus test for us is if the information provides value and we're passionate about it, it's on the blog.

See below for some of the most recent additions and look in your inbox for more:

- Excerpt/Example 1 - [Have You Heard of the China Study?](#):
"**Do not skip this post - the information could save your life** Having all the money in the world means nothing without your health. This post has nothing to do with real estate investing, but it has everything to do about investing in your health and well-being. In addition to teaching you about financial intelligence, my desire is for you to learn how you can lead you and your family to live a good, healthy, long life..."
- Excerpt/Example 2 - [Our Marriott Courtyard Hotel Grand Opening:](#)
"In September 2008 we began construction on our new Marriott Courtyard Hotel (New Braunfels River Village) in New Braunfels, Texas. For those who are unfamiliar with our project, we built a 125 room Marriott Courtyard Hotel on H.W. 35 in New Braunfels. The hotel sits in a beautiful area, surrounded by 100 year old Pecan trees and right on the Guadalupe River. The River has an unusual color to it, it is an amazing aqua! The Pecan trees tower over the four story hotel which gives it a pleasant, tranquil feeling. From the balcony of your room there is a view of the pool, the attractive grounds and the Guadalupe river. While I was there, I watched as people water skied and kayaked up and down the river. According to the Marriott Hotel Chain, the first three months of operation have set an **"all time record" for the most revenue earned!**..."
- View and bookmark our [blog](#) to see them all

Upcoming Events

[Interested in Our Events? Click Here to See All of the Events!](#)

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Other Sessions TBD

***Note, Current Preferred 10/10 member schedule to be sent within 10/10 specific communication. Please contact Barb Grzella at bgrzella@37parallel.com with any questions.

Partner Spotlight - Jesse Brewer

Jesse Brewer is one of our best field partners and provides acquisition, renovation, and property management expertise in the Cincinnati, OH and Northern Kentucky markets. He has been a valued partner with 37th Parallel since 2007.

Jesse was born, raised, and has lived in the Cincinnati & Northern Kentucky area most of his life. So, he knows the market very well. He also has a Bachelors Degree in Criminal Justice and spent approximately 6 years as a police officer in Northern Kentucky. In addition to his civic service, Jesse has also been involved as a private investigator (PI) for over 9 years.

Jesse has been working in real-estate for almost 10 years now; starting off as a personal investor, and has evolved his business(es) to encompass: Property Rehab; Real Estate Brokerage, Property "Flipping", and Property Management. Jesse is currently continuing to pursue educational opportunities and is approx. 75% done with his CCIM (Certified Commercial Investment Manager) requirements.

On a more personal note, Jesse has been married for seven years to [a clearly very understanding] wife Anna who is an RN in Florence, KY. They have 3 boys (6, 4, and 2) who certainly keep them busy in their "free" time. They are members of and regular attendees to their Local Baptist church.

Given Jesse's educational, life, business, and real-estate experiences, its easy to see why Jesse and his teams are able to fulfill many of our investor needs in Cincinnati and fit so well into the 37th Parallel Properties family.

"For our residential income business lines (Preferred 10/10 and Direct Programs), I've talked with Jesse 3-5 times a week since late 2007. I think I know him pretty well. He's an aggressive negotiator, understands tenant psychology, is great with the numbers and an overall great guy to work with. I'd trust him with my kids any day of the week. And, I'm proud to have him as a key member of our partner team."

- Chad Doty (co-founder, 37th Parallel Properties)

Special Projects

From time to time we come across "Special Projects": investments that make sense, but that don't quite fit into one of our programs. We have some projects that are in flight from previous newsletters and some new potentials, but nothing that merits sharing prior to the holidays.

For more information about future projects or opportunities, please contact Chad Doty at cdoty@37parallel.com or 804.306.2370.

Notable Quotes

"First, have a definite, clear practical ideal; a goal, an objective. Second, have the necessary means to achieve your ends; wisdom, money, materials, and methods. Third, adjust all your means to that end."

- Aristotle