

Heatley-Moist's
D/FW Land Advisory
We're Changing The Way Land Investments Are Made

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*"Wouldn't It Be Nice
To Never See Another Assessment?"*

All-Cash Purchase Of Six-Acre Grapevine Site Reveals Pent-Up Demand For Debt-Free Investing

Here's an offering that was delivered on a Monday. Three days and six venturers later, it was history. What's more, less than one-tenth (yes, that's 8.81%) of the people who were sent our previous offering even got to see this one. We asked these venturers why they were willing to put up three times as much cash as they were used to, and on such short notice. The answers we got make the predictions of our last advisory almost prophetic.

Las Colinas, Texas
Wednesday, 1:49 pm
June 28, 1995

Dear Venturer:

Have you ever noticed how some companies' mission statements read more like a Pulitzer Prize effort than they do a real plan for reaching a specific goal?

You know, the kind you find on fancy bronze plaques posted in reception areas in a spot you couldn't possibly overlook.

Should, God forbid, you ever actually come to read one, you would find they can't resist injecting these paragraphs with "commitment", "excellence" and "vision", along with an impressive assemblage of five-syllable words that may not even be in your dictionary.

Shiny but, they don't play too well, do they?

My partner has been after me it seems forever to write one of these for our company. Being so obsessed with getting out of trouble for the last two years, however, I never did. The truth is, my mission for some time now has been, more or less... staying alive.

There is a payoff here so, please... lean back a little and turn the page...

OK. Probably I never will write a mission statement. But just days ago, it came to me with crystal clarity what it would be, if I ever did. It's kind of a "street-wise" credo that goes:

**I Won't Be Happy Until
My Product Is In Such Demand
People Who Don't Even Know Me
Will Be Driving Me Insane Wanting To Know
When They Can Get More!**

It seems I may be halfway there.

To my goal that is. Not insanity.

Seriously, it wasn't until the Grapevine offering that I began to even think of such coming anywhere close to reality.

But the facts are, one third of the venturers who subscribed to the Grapevine offering called in advance to place their names on the Cash Priority List, plus there are two subscribers...

**I've Never
Even Met!**

Let's jump right into some specifics about why this came about and, more importantly, how it can mean better results for you.

I asked each of these venturers what they liked most about this investment. The common denominators were:

1. **There's Enough Action On The Property To Pop A Quick Sale.** *I should get a good part... and maybe all... of my investment back in twelve months or less.*
2. **Even A Partial Sale Would Be An Absolute Symphony To My Ears.** *With most of my money back I can hold the remaining land for a monster capital gain.*
3. **If Not, What The Hey... The Damn Thing's Paid For!** *You can't nickel and dime me to death with assessments for the next 30 years! (And another thing for sure: NO one can ever take my property back.)*

OK. Here's the payoff: These answers told us exactly the criteria we needed for selecting future properties. What's more, they suggest an extremely simple land investment formula I hope will make you rich:

$$VP^2 + RII + ND = OCG$$

Which means, any Very Valuable Property that has Returned its Initial Investment, plus has No Debt equals...

**An Outrageous
Capital Gain!**

But come, now. How could anyone with a modicum of sincerity suggest finding properties consistently where this actually works?

Listen: If Grapevine, plus other projects we've recently been offered are any measure, it could be a lot more often than we at first thought.

And, we hope, more successful than we thought.

So successful that...

1. You will never look elsewhere for investment opportunities.
2. We will never look elsewhere for venture partners.

Now, back to the formula. Let's talk seriously about one of the biggest concerns of all-cash deals... money management. Since these type deals typically soak up more front-end cash than a terms buy, are they the best play for your money?

Yes. And no.

Yes... if the property is close to developing. So close, at least a partial sale is eminent, and that will return enough dollars, your risk is near zero on the balance of the land.

And no if the property is years away from a sale.

Especially no if the investment is so large, it blows major holes in your bank account where you can't even think about investing until the property turns.

Know this: The only all-cash buys we can afford to consider are those with a quick sale in the wings.

Quick, meaning twelve months or less. In fact, considering the larger commitment of cash up front, if we don't think we can at least get our money back well before we would normally be making our first assessment payment on a terms deal, frankly, it's a scratch.

This we've drilled into our brokers with such intensity, they now have practically a neural imprinting of the kind of deal we want.

Now, one final and critical distinction here. I am not saying getting our seed money back as soon as possible hasn't always been our goal.

It has... and always will be.

But here are two very important considerations:

1. Properties about to be developed are almost never available on investor terms, and....
2. Properties with no debt are one heck of a lot easier to sell off in pieces, since you don't have to go through a banker to make something happen.

Now, here's something I hope you've got some money saved back for. Provided we get it, that is. It's three tiny retail sites... which also happen to be the first available sites... on the main road that leads into The Colony from State Highway 121. And, it fits our criteria for cash buys to a tee:

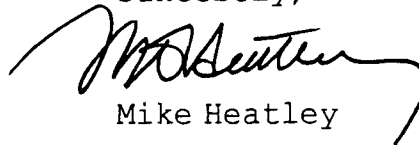
- ✓ It Has A Partial Sale Working
- ✓ It Doesn't Take A Lot Of Money
- ✓ And, Like Grapevine, Is One Whale Of A Buy

Now, get this: Since we only had enough time to squeeze a handful of venturers into Grapevine, we've decided to open this one up a little. I don't have the numbers yet, but I will tell you we're going to drop the minimum investment percentage to a lower number than ever before. So low, it will be next to impossible for you to say...

**I Don't Have
The Money!**

Now, if you know what's good for you, you will follow exactly the instructions in P.S. #2... now.

Sincerely,



Mike Heatley

P.S. Some of my colleagues avoid critics like they just stepped out of the "Hot Zone". I, however, have come to embrace mine. For one, you can learn a lot, if you put real effort into understanding them. They also present me countless opportunities to prove them wrong (which also presents countless opportunities to make them followers). Besides, at heart, I actually prefer hand-to-hand combat. For those who do not, however, there is only one way in this business I know of to silence such detractors... for good:

**Sales...
Followed By More Sales!!**

Monday of this week marked the third property resale closing we've had since last November. (A closing, by the way, is where you actually exchange a deed for money.) Plus, we just sent a contract for some multifamily land in Lewisville (on Oakbend) to the title company that's the strongest I've seen... ever. How strong? I can't reveal full details yet but, it is a household name and, they're putting up escrow funds amounting to...

\$100,000!!

Even if this puppy doesn't close... let's celebrate!

P.S. #2 I truly believe these three retail sites we may get in The Colony will be one of the most rewarding investment experiences of our history. I wish I could show it to everyone who has ever put money in any of my ventures.

But, I can't.

Our budget for organizational fees on cash buys won't allow me to. In fact, only 20 venturers got a shot at our Grapevine offering, and the only ones we knew for sure to send a package to took the initiative to get on the Cash Priority List. Past that, it was a guess.

Could The Colony be our closest to a sure bet ever?

You decide.

But decide after you've looked over the package. To get one, simply call my voice mail number **Metro (214) 913-0485**, and simply say your name along with the words "Cash Priority List". It costs nothing, and could be the most profitable phone call you will ever make.