

Heatley-Moist's

# D/FW Land Advisory

*Street-Smarts For Winning At Land Speculation*

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*Lewisville/S.H. 121, Riverbend/Loop 820,  
Rufe Snow Drive and Flower Mound/Town Center...  
If It's Your Money On The Line For Any Of These  
You May Soon Have A Decision To Make Because...*

## These Four Properties Just Took One Giant Leap Closer To Paydirt

*The "Now Leasing" signs recently erected will tell just how prime they are for development. But the signing of our first tenant last December said loudly enough it's time to look more seriously at converting some of our land into cash cows.*

From:  
Las Colinas, Texas  
Tuesday, 9:22 am  
April 29, 1997

Dear Venturer and Subscriber:

It's a broken record now:

"At my age, I don't even buy green bananas anymore."

Worse, it's some of my customers the ones're saying it.

If you are among them, get ready to take notes: this issue is for you. It's about what you can do to turn someday... into today. Vacant dirt into paydirt. Assessment payments into cash flow. A sure-nuff marketing campaign that beats waiting for buyers to come along by a country mile.

I'll get right to the point: we're talking about developing property here. Your property. With your money. A program for which there is no entry in the table of contents in the Offering Memorandum of the venture you signed up for. So: who would even think of making exceptions now?

No one... unless:

- #1. Your property lags in turnaround -- something should have happened, but hasn't.
- #2. You have no offers working.

### In This Issue...

Our Answers To Your 5 Biggest Worries Over Development Projects...  
Are They SOLD . Or NOT? Venturers In Two Telecom Corridor Properties Will Soon Know  
11 Good Reasons For NOT Selling Your Property  
If You Missed The COLLEYVILLE SQUARE GROUND BREAKING, You Missed A Lot!  
So You Wanna Take Issue With Us? Then By Gum Do It On CALL-IN DAY!

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- #3. The surrounding area is beginning to sprout speculative buildings.
- #4. The extra profit you could bank is too great to be gifting to a developer.
- #5. You know a developer who (a) you've had a good experience with (b) has an immediate use for your property (c) has a marketing niche that fits your site like a glove (d) isn't greedy.

Before mushing on, some plain and simple "kitchen table" talk: there's absolutely no way developing land is as simple as wholesaling land. Takes more decisions, more time, more money and more guts. If you are *not* one of the 38 venturers who have participated in such a decision, now's the time to begin sorting this out and avoid a hurried-up last minute decision. Herewith some hurdles those before you had to clear:

- Concern #1: "As If My Interest Payment Wasn't Enough, Now I Gotta Put In Even More Money."** Sorry, but without paying off debt on the part of the property the building will be on, nuttin happens.
- Concern #2: It's A Pain In The U-Know-What Getting Everyone To Agree On Going Along.** Yes, so be thankful it's my pain, not yours.
- Concern #3: Developing My Site Probably Means Tacking On Even More Years To The Life Of My Venture. Who Wants That?** No one, unless the extra years mean money coming in... instead of going out.
- Concern #4: What About Risk? Don't Tell Me Developing Won't Increase My Exposure.** Arguable. Maybe you should weigh that against being stuck in a slow-to-turn property.
- Concern #5: My Memory's Not That Short, And History's Bound To Repeat Itself: Didn't The Guy Before You Develop Some Properties... And Flop?** Indeed he did. And big time. And exactly why our payday is hitched to a developer who's not pioneering. (Maybe now's a good time for you to go look at Realty Capital's projects, and see why tenants and investors are drawn to them like people lined up for a Tiger Woods autograph.)

Enough. I'm sure this list could be stretched, and your chance for that comes shortly. For now, a few not-so-trivial advantages even the sheerest of skeptics can't dismiss:

- Advantage #1: There Are More Buyers For Leased Buildings Than There Are For Vacant Tracts Of Land.** Ask any broker.
- Advantage #2: There Are More Renters Looking For Lease Space Than There Are Buyers Looking For Vacant Land.** Ask any broker, buyer, investor or developer.
- Advantage #3: Nothing Draws Buyers To A Site Like A New Building Under Construction.** Everyone likes being where the action is.
- Advantage #4: Why Sell Out For \$2.50 A Foot, When You Can Get \$8.26?** Exactly the extra spread Flower Mound/Town Center venturers (more on that in a minute) can look forward to from getting to

share in the developer's profits.

- Advantage #5: Reducing Debt Can't Be All That Terrible.** Gotta pay it off anyway. May as well get paid for the effort.
- Advantage #6: Lower Debt = Fewer Carry Payments.** And fewer carry payments = less worry.
- Advantage #7: Getting Quarterly Rent Income Knocks Major Holes In Those Assessment Payments.** The project'd have to be stillborn not to eliminate them altogether.
- Advantage #8: It's Easier To Attract Buyers When You've Got More To Offer Than Just A Piece Of Land.** The do-it-yourself buyer is almost a relic now.
- Advantage #9: When You Hit A Home Run, There's Always The Rest Of The Site For Duplicating The Success.** Phase 2... Phase 3... who wouldn't stay with a winner?
- Advantage #10: Using The Least-Wanted Part Of The Site First Maximizes The Value Of The Entire Tract.** Only those from two time zones below igmo would not do this.
- Advantage #11: Best Of All, If The Building Never Sells, Everybody's Still Happy!** Who's going to whine about taking rent checks to the bank?

End of debate. Onward to some honest-to-gosh proof these things work when done right. Last summer venturers of Flower Mound/Town Center met with the developer many of you know through our Corridor Gold and Platinum offerings: Richard Myers of Realty Capital Corporation. Most of these same issues had to be ironed out to make this project reality, and here's how it came out:

- \*\* The venturers approved the project... unanimously.
- \*\* The venturers anted up \$107,500 (about two carry payments) for debt reduction, releasing a third of the site for construction.
- \*\* Took nearly to December to get the first tenant signed, but at least they took one of the three buildings being built, clearing the way for a construction start.
- \*\* Look for dirt to be moving this summer, and the leasing pace to go faster (much faster) now that prospects can actually see a building going up.
- \*\* All said, a \$2.50 per square foot offer should become \$8.26 -- an extra \$484,360 in profits that would have been flushed right down the drain.

Time to cap it off and get this over to the printer, so mark this and mark it good: this is not a glorified sales pitch for putting you in the development biz. Lord knows I've enough on my plate without making life more of a challenge. Frankly, if you'd rather sit it out, you won't get any moaning from me -- you'll save us both lots of time and trouble. But before you pole-vault to any conclusions, be thankful there's a choice, because when it comes to selling raw land...

## I'd Want All The Options I Could Possibly Get!

So get the blinders off. Break out the wide angles. You've got one more exit now for getting your property moved. One you didn't have 12 months ago, I should add. And last, this warning: if you've got something to say on this, no whining if you're too busy to use the opportunity spelled out next.

There's a Call-In Day we've set aside expressly for this topic, and I want you to circle it on your calendar... NOW. It's your chance to put us on the "hot seat." Don't set this aside where you'll forget it. Don't wait until a ballot shows up in the mail. Don't assume there'll be a meeting. And don't leave it up to the other venturers. This is the time, and here is the deal:

### Call In Day REMINDER COUPON

- Clip this out!* →
- ✓ Call-In Day is Friday, May 23rd... 10 am to 3 pm (Texas time). More'n enough time for the venturers in the properties named herein to have their say.
  - ✓ The special number set aside for Call-In Day is 972-550-9395. Do NOT call in on another line.
  - ✓ Ten minute limit per call (we use a timer). No exceptions, gotta be fair to everyone.
  - ✓ If the line is busy, you'll get voice mail. Don't leave a message. Just keep calling.

Ball's in your court now. You've got absolutely no excuse for not speaking your mind. There's barely enough left on my timer to squeeze in a P.S. or two, so the rest'll have to wait for Call-In Day.

Sincerely,



Mike Heatley  
A.K.A. "The Prince Of Plain Talk"

- P.S. CORRIDOR GOLD VENTURERS (COLLEYVILLE SQUARE): Venturers of our maiden-voyage office/retail venture should now be excruciatingly smug in the knowledge that Colleyville Square is coming out of the ground... nearly a month ahead of schedule. Plus, strong talk from two prospects: one who can use half, the other all of the building. News item on April 30 ground breaking next issue...
- P.S. #2 RICHARDSON/TELECOM CORRIDOR VENTURERS: Unless both buyers flake, a payday looms for RTC I (4.05 acres) and RTC IV (2.66 acres). Frankly, I wouldn't give this a whole lot of attention until the escrow money's ours (if then). But if we do get lucky, note this in your journal: as hot as the Corridor seems to be now, we may be slapping ourselves silly for not holding out for bigger bucks.
- P.S. #3 RECIPIENTS OF CORRIDOR GOLD (COLLEYVILLE) or CORRIDOR PLATINUM (SOUTHLAKE) OFFERINGS: If either of these slipped by you, you can't afford not to see the pink sheet enclosed... this instant.

*If you liked Colleyville Square (Corridor Gold)...  
If you liked Southlake Stonebridge Park (Corridor Platinum)...  
Then You Cannot NOT Like What's Coming Next...*

## **When You Get This Package There'll Be No Mistaking Why It Was Named MOTHERLODE**

It wasn't until just this last Friday we knew this was a for-real deal, which is one reason no decisions yet on how it will be divvied up interest-wise amongst venturers. Not important for the moment anyway. What is, is that a number of our venturers (and subscribers) may not even get a chance at this one because they continue to mistakenly assume there's an "A" list which guarantees them one anyway. So here's the six best reasons I can give you for NOT making that mistake on the MOTHERLODE offering:

- ☛ Sizzling hot Northeast Tarrant County
- ☛ Five miles from Alliance
- ☛ Mouth-watering view rivals Austin Hill Country
- ☛ Frankly, if a 300% profit doesn't come gushing out of this, I'll be very hacked
- ☛ Ditto if we don't see our seed money back in 18 months
- ☛ As for downsides, nothing is risk-free. But the closer I look, the more convinced I am it would require a colossal effort to screw this one up. You be the judge.

That's all I'm telling for now, but no matter how we slice it, getting your name on the list for "first look" could be your most rewarding investment decision of the year. Possibly for all time. So please... take no chances. Take nothing for granted. Even if you got Corridor Gold. Even if you got Corridor Platinum. Even if you know me well enough personally, you could publicly degrade me without even a modicum of shame. Here's the 24-hour voice-mail number to call... before this announcement leaves your hand:

**Metro 214-913-0485**

Be sure to say your name clearly... distinctly... and followed by the word...

**"MOTHERLODE"**

### **OTHER WAYS TO REGISTER:**

1. Fax this to: 972-580-1989 ANYTIME, 24 HRS, 7 DAYS A WEEK (be sure & write your name in below)
2. Or mail: Heatley-Moist, Inc., 2108 Hurd, Suite 200, Irving, TX 75038
3. Or phone (if questions) direct to Heatley's Hot Line: Metro 214-213-5252
4. Or E-mail: HMI@metronet.com

YOUR NAME: \_\_\_\_\_

IMPORTANT NOTE: This is not an offer to sell venturer interests. An offer to sell may only be made by a numbered private brochure.