BANK *ON* THIS

HOW TO MAXIMIZE YOUR IRA BY INVESTING IN REAL ESTATE

GREG HERLEAN

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Greg Herlean
Las Vegas, 2014

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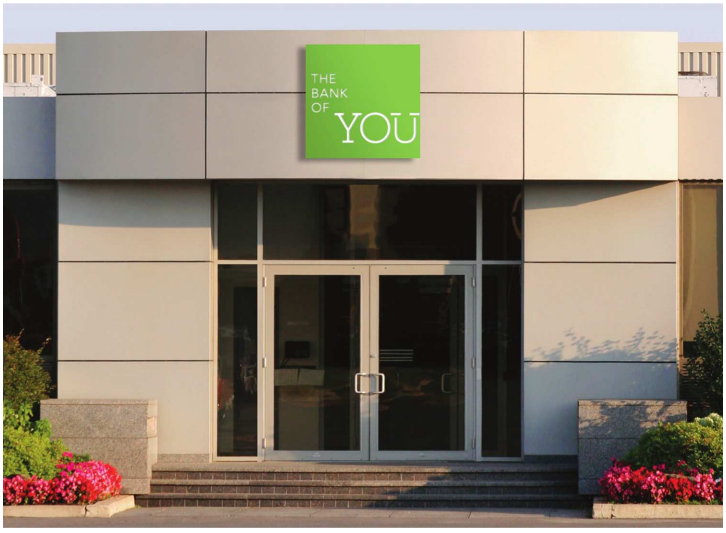
1.

INTRODUCTION



"Formal education will make you a living. Self-education will make you a fortune."

- Jim Rohn

I'm about to get in your face about money.

Why? Because I know you could be doing more to maximize your assets to create greater income and build a better future for you and your family. And, I'm excited about helping you succeed because I've learned that financial success is simply a combination of attitude, aptitude and action.

Bank On This is about the facts that you can count on. It is about banking on you and you becoming the bank. It is about changing your perspective to see that you do already have what you need to change your financial future. It's about financial facts that most American's haven't yet been exposed to. It's about taking control of who is in charge of your money. You can and

must start paying yourself and act as the bank in more ways than one.

Many people think of the word "retirement" as something you focus on when you get older. In fact, just saying that word might make some of you tune out! But I'm about to tell you things that your typical "financial advisor" or "guru" won't. So, FOCUS NOW! Investing is sexy. Self directed investing is sexy. Yes, I said sexy. By the end of this book, you will know just how right I am about that.

First, planning for retirement is best served by starting young. And no matter what your age, it's imperative that you become educated about all the business opportunities out there to help you grow your nest egg. There are so many investment opportunities that are available to you that you simply don't know about yet. Stop restricting your thinking to what you know is inside the box. Start looking for what is outside the box. One of the best ways to do that is to learn why Individual Retirement Accounts (IRAs), are one of the most accessible and viable resources for generating new income and protecting it from taxes.

One of my goals is to help you bring your IRA out of passive retirement and begin maximizing your assets with a self directed IRA. A self directed IRA enables you to utilize your IRA to fund investments other than traditional mutual funds, stocks, or bonds; without

having to totally depend on a financial advisor. It's all about you controlling your future.

By the end of this book, I promise that you'll be ready to get off the sidelines and get into the game. How? Instead of being someone else's customer or client, you're about to become your own bank. How are you going to become your own bank? I will show you how to use your self directed IRA or self directed 401(k) to open your doors for banking business today. And, if you are looking for money for your investments, you will discover that you have $4 trillion worth of investment dollars out there to tap into to fund your deals.

On my own journey to success, I have seen it all - the good, the bad and the ugly. I've made millions, lost it all; and then, earned it back. This book is about how I achieved success when the odds were against me; and how I've used IRA's to fund over $600 million in real estate transactions. While real estate is my home ballpark, there are numerous other business opportunities that can be funded with an IRA.

If you are truly committed to changing the way you think about money and serious about becoming financially free, the expert information in this book will change your life forever. These aren't just hypothetical concepts, these are the hard facts and practical details that will help you fund the lifestyle you desire. And,

you will hear real life examples of people who took the plunge and decided to be the bank.

As you read, give yourself the freedom to think in new and different ways and listen to what comes up as you digest these ideas and strategies. In fact, I encourage you to write down your own thoughts and feelings, as money affects us both intellectually and emotionally.

Over the past twelve years, I've taught thousands of people how to develop a "success mindset." To get started, you just have to trust in three basic principles.

1. It's not too late to take control of your financial future.
2. An IRA isn't a passive resource, meant solely for retirement.
3. You can live off of your money, rather than outlive it.

Those 3 basic principles will change the financial success that you experience. If you think that it can't be done, let me introduce you to Colette.

Colette is a client of mine. Her decision to self direct her investment accounts and invest in real estate literally changed her life. She took simple steps that brought her to the financial freedom that had eluded her for most of her life.

Colette is in her fifties and self-employed. Her

family had made their fortune in the real estate market through the use of rental properties and real estate based investments. However, they made the mistake of taking all of their extra income and savings and putting it into the stock market. Eventually, Colette found herself unaware of how much money she was losing in the market and what fees she was paying her advisor to manage her accounts.

Once she realized that the family money was dwindling, Colette began to educate herself on how to invest in first trust deeds. Not long after we first met, she decided to place $900,000 with us in a self directed IRA. She then used her self directed IRA to invest in trust deeds. A year and a half later, her nest egg has grown to over $1,000,000. She also now receives $7,500 a month. This is passive income that she and her family live off of. She recently wrote to us to share her experience.

> *"I'm someone who comes from a real estate background and I will be the first to give a referral to anyone who asks. I'm happy to tell the story of how I invested in trust deeds because we love our investments and have never looked back!"*

I cannot tell you how much satisfaction and joy Colette's story brings me, both personally and professionally. Serving the best interests of my clients is part of my passion for this business, as your success is my success!

Now, before we get started, there are 3 definitions that I want to share with you now. I will go into much greater detail later on, but it is important that you see them up front.

Self Directed IRA (SDIRA): The IRS approved vehicle in which you can invest in whatever you want and defer taxes until later, or not pay them at all. You can have one or more self directed accounts at the same time – Roth IRA, Traditional IRA, SEP IRA, etc.

Self Directed 401(K) Plan (a.k.a. Indi K, Solo K): The IRS approved Individual 401(K) vehicle for self-proprietors and business owners. These plans allow business owners to make larger annual contributions to their retirement accounts and even borrow against the accounts. Unlike other retirement vehicles, there are no income limits restricting the use of a self directed 401(k) plan.

Trust Deed: A vehicle in which one can earn passive, monthly, collateralized income. This method of investing has been around for many decades.

Get ready to read, think and take action.

To your success!