



NOREIA

Meeting this MONTH:

New Orleans Real Estate Investors Association is proud to present Guy Williams, President and CEO of Gulf Coast Bank and Trust, at our November meeting.

Guy will discuss world, national and local events and ties them to the local banking operations. This is an enlightening view of how our current banking/loan conditions came about. He will discuss the banker’s side of the loan origination processes and how current regulations effect those proceedings. This is a chance to hear from a local banking authority on what he sees coming at us in the near future and its effects on our local real estate economy.



Learn more about Guy Williams on page 5

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Holiday Inn

**Cypress Room I
2261 N. Causeway
Metairie, LA 70001
(between W. Napoleon and I-10)**

Meeting is November 17, 2011

❖ **6:15 p.m. — 6:45 p.m.:** Network-
ing

❖ **6:45 p.m. — 9:00 p.m.:** Meeting

| November 2011 | | | | | | |
|---------------|-----|-----|----|-----------|-----|-----|
| Sun | Mon | Tue | We | Thu | Fri | Sat |
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

NOTE: December meeting will be the second Thursday on December 8th.

Look what is coming up...

SAVE THE DATE: DECEMBER 08, 2011.

Gear up for the most amazing networking party we have ever had. Our December meeting has changed to the second Thursday of the month to allow time with their families.

NOT only will we be networking and trading ideas with everyone, we will ALSO be serving appetizers and have a cash bar. For any of you who have attended our Saturday seminars you know how fantastic the spread is, YUM YUM.

Our December meeting provides an amazing networking opportunity, and great food, you don't want to miss this meeting. Oh yeah, did I mention *DOOR PRIZES???*

Library

Networking is very important to a Real Estate Investor but so is education. Make sure you visit the NOREIA library at the next meeting and improve your investing knowledge. You can read the books that have been mentioned in the newsletters for free, yes, for free! All you need to do is leave a \$25.00 deposit and you can borrow any book from the library for the month.

What a fantastic way to learn even more about Real Estate Investing!!

Comment Box

Check out the comment box at the membership table. We want to know what you like about the group, what you would like to change, and who do you want to hear speak. Your opinions and concerns are very important to us.

Win a Cruise!

All NOREIA Members who attend the December meeting have an opportunity to WIN A FREE CRUISE. Come to the November meeting to learn more how you can win a cruise!



National REIA Winter Cruise Extravaganza

Grab your Bikini or Speedos and a note pad and get ready for the National REIA winter cruise.

Here at National REIA we pride ourselves on being your number one facilitator for advanced networking in the realm of real estate investing. Our annual cruise has connected 5,000+ investors from more than 70 cities over the past twelve years. Each year brings something new. Join National REIA in February 2012 for an AMAZING week at sea. This Educational Conference unites real estate investors from all over the country and the world for an unparalleled learning experience.



PRICE INCLUDES CRUISE, CONFERENCE, PREPAID GRATUITIES, TAXES & PORT CHARGES...makes it easy with no hidden charges!

prices are based on double occupancy and include the seminar, port fees and government taxes

Royal Caribbean International reserves the right to reinstate a fuel surcharge of up to \$9 per day if the price of a barrel of oil exceeds \$70 a barrel

IF YOU HAVE ANY QUESTIONS PLEASE CONTACT OUR OFFICE AT [859-261-3335](tel:859-261-3335) or go to <http://www.nationalreia.com> for more information.

| <i>Date</i> | <i>Port</i> | <i>Arrive</i> | <i>Depart</i> |
|-------------|---------------------|---------------|---------------|
| Sun, Feb 12 | Fort Lauderdale | - | 5:30 PM |
| Mon, Feb 13 | At Sea | - | - |
| Tue, Feb 14 | Caymans/George Town | 8:00 AM | 5:00 PM |
| Wed, Feb 15 | Ocho Rios | 7:00 AM | 5:00 PM |
| Thu, Feb 16 | Labadi/Labadee | 10:00 AM | 6:00 PM |
| Fri, Feb 17 | At Sea | - | - |
| Sat, Feb 18 | Fort Lauderdale | 5:30 AM | - |



Benefits of Private Real Estate Investments

Published on: Tuesday, August 02, 2011
Written by: David Lynn

A struggling economy and sinking home values have cast real estate investments in a bad light for the past several years, but some analysts argue that private real estate investments can be a wise portfolio diversifier. One reason is because there is a low correlation between home values and stocks and bonds, meaning that if and when those investments start trending down the odds are good home values will rise, making for a good long-term investment. Another reason is because variations in style, quality, geography and local economy can provide opportunities for growth that other portfolio holdings don't offer. The longer term benefits of private real estate investment can therefore lower volatility in a portfolio. For more on this continue reading the following article from [National Real Estate Investor](#).

The global financial crisis and real estate downturn triggered widespread risk-aversion among investors. Once the worst of the crisis passed, investors and managers were left with the task of carefully reappraising risk and revisiting performance expectations of every asset class in order to rebuild investment portfolios. This column reviews the diversification benefits of private real estate within portfolios.

Because private real estate has a low or negative correlation with stocks, bonds and public real estate investment trusts (REITs), it may help smooth out fluctuations in returns within a traditional portfolio of stocks and bonds.

A low correlation with other asset classes suggests that private real estate returns generally do not move in tandem with the returns of bonds, equities or public REITs.

This is true over the long term, where private real estate exhibits a correlation between -0.03 and +0.25. A low correlation also was the case during the past decade, despite the global financial and economic crisis.

Real estate's low correlation also stems from the valuation methods. Private real estate utilizes appraisal-based valuations, which are much less sensitive to short-term market volatility than daily stock market valuations of publicly traded REITs.

Publicly traded REITs are subject to extreme market fluctuations and are highly correlated to stocks. Because private real estate is typically valued quarterly as opposed to daily, private real estate values react more slowly and less severely to shocks in the economy and the investment market than public real estate. Its volatility has historically been below that of the general market and real estate equities through previous investment cycles.

In the past cycle, the total return index for public real estate reached its peak five quarters before private real estate returns. According to "The Case for Real Estate" by ING REIM Research & Investment Strategy, this past



Continued on page 6...

Important November 19th Voting Informa-

Greetings to all,

On the ballot on November 19, you will have the opportunity to vote on constitutional Amendment 1 to prohibit any new real estate transfer taxes. This is a tax that will affect both buyers and sellers of properties in Louisiana. Check out www.staytaxfree.com for a calculator to see just how much more in taxes you will pay just to buy or sell a property. According to their calculator, on a sale of a \$150,000 home, you would pay an additional \$2,955 at closing. Do you think coming up with an additional \$2,955 would shut out some of your potential buyers for your rehabs? Do you want \$2,955 taken out of your profits?

This is the tricky part: Most people who are not aware of this tax will just click "NO" on the ballot thinking they are voting against the tax. But, they will then be voting FOR the tax.

Voting "YES" prohibits any new real estate transfer taxes in the state. (Orleans parish already has a transfer tax). Voters must vote "YES" on Amendment 1 which means "stay tax free."

This is an excellent website with great info. This website is sponsored by the Louisiana Realtors Association which is our watchdog for new taxes. I hope everyone will look at this site and figure what their tax to Louisiana could be just for buying or selling a home. You are just one click away www.staytaxfree.com

Please pass on to your families and friends who live in Louisiana and probably know nothing about this tax.

Thank you and please vote!

Renee

Learn more about Guy Williams.

Our November speaker is Guy T. Williams - President and CEO of Gulf Coast Bank & Trust Company in Louisiana.

Guy Williams was one of the co-founders of Gulf Coast Bank & Trust in 1990. He has served as President and Chief Executive Officer for the past 15 years.

A native of New Orleans, Louisiana, Williams received a bachelor's degree from Emory and a master's degree from Georgia State University.

Williams currently serves as a Director for Habitat for Humanity, The Louisiana Housing Finance Authority, and is a member of the visiting board at Loyola University, and previously served as President of the Louisiana Banker's Association. He is also actively involved in his church serving as a Deacon and a Bible Study Leader. In his free time, Williams enjoys spending time with his wife, Dale, and two children, Gregory and Bonnie, pursuing his hobbies as a sailor and a pilot.

Guy is a great, enthusiastic speaker, with interesting information. He gives the bank's view of how we got to this slow economy and why it is difficult to get conventional loans.



Continued from page 4

performance lends support to the idea of the public real estate markets leading the cycle relative to private real estate.

Moreover, the strong recovery of NAREIT's All REITs Total Return Index since 2009 (+173% from February 2009 to May 2011 period) may be a harbinger of robust returns in private real estate over the next several quarters, if not years.

Further, since each investment in private real estate is unique in terms of location, size, characteristics, value and other factors, each real estate portfolio provides the potential to diversify geographically and strategically and to build an investor-tailored portfolio.

By definition, each investment in private real estate is unique in terms of location, size, characteristics, value and other factors. Although these aspects make the benchmarking of the sector more complicated than equities, they also make each investment portfolio unique and not easily replicable. Moreover, these characteristics provide the potential to build an investor-tailored portfolio.

Benefits of real estate

Private real estate can provide significant and important benefits for a mixed-asset investment portfolio. Well-chosen portfolios have delivered attractive investment performance over long-term holding periods, providing high returns that have fallen between those of bonds and equities in the long term (1978-2010).

Over the past 10 and 15 years, private real estate returns have even outperformed the S&P 500, the Dow Jones Industrial Average, the Russell 2000, and the Barclays Capital Government Bond Indices. Moreover, private real estate has historically delivered high and steady annual income returns, with 6.9% average annual income returns for the period 2000-2010 and 7.7% for the period 1978-2010.

Private real estate has shown relatively low volatility, and has achieved among the highest risk-adjusted returns among the major asset classes over the past three decades (1978-2010). That means that for each unit of risk, it is estimated that private real estate has provided higher returns than stocks and public real estate, and has matched the bond index.

The low or negative correlations of private real estate returns with returns of bonds, equities and public REITs suggest that it can be an effective diversifier, leading to lower volatility of portfolio returns and enhanced returns for a given level of risk. We believe that this is particularly important in an increasingly unpredictable global economy.

We are in the initial stages of a cyclical recovery. We anticipate that the long-term benefits of private real estate will persist, which will benefit investors across the risk-return spectrum.

This article was republished with permission from [National Real Estate Investor](#).



LADIES ON THE MOVE



**NOREIA's 1st Women Only Group . . .
Educating women through successful real estate transactions.**

What are we about . . .

Using a project-based educational approach, to educate women about **successful real estate investing**. The group actively participates in every aspect of a real estate transaction, from funding and finding the **project**, rehabilitating the **house**, to selling a **home**.

**Join us for a meeting -
Ladies Only, sorry gentlemen.**

Ladies on the Move, LLC is a sub-group of NOREIA comprised of all women who have an interest in becoming investors by using a project-based learning model. We meet at the Holiday Inn on Causeway and I-10 the second Thursday of every month at 6:30 in the Round House Grill. All women are welcome to attend a meeting, but you must be or become a member of NOREIA to continue the experience.

If you are a woman or know a woman who may be interested in finding, funding, and flipping homes in the New Orleans area, please visit (www.lotmnola.com), call (504-504-419-8644) or come by (2nd Thurs, Holiday Inn, 6:30).

NOREIA VENDOR MEMBERS

How to Get a NOREIA Classified Ad:

Classified Ads are available to Vendor Members only. Vendor membership provides for advertising in this monthly newsletter, promotion on our NOREIA website as a vendor member, ability to promote on our vendor member tables at the monthly General Membership meetings, as well as a chance to speak before our Association members. If you have a real estate related business, you should seriously consider becoming a vendor member. *It's cheap, and effective.* See the vendor membership section of our website, www.neworleansreia.com, to view different levels of participation as a vendor member. All vendor classified ads must be 50 words or less. Classified Ads may not be changed once submitted. All ads expire and are removed at the end of the vendor member



Be sure to look for *member only* discounts in the following pages.



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Acceptance Capital
Mortgage Corporation

David Wagner

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(504) 656-6870
(504) 910-8489 fax

All members who bring a guest will
get 10 NOREIA bucks that are good on everything NOREIA-ish!
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wasting your networking time at the meeting and *Renew from home!* Visit our website,
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NOREIA is now accepting annual payment thru Paypal. If you don't have a Paypal account, you can set one up very easily. Paypal is the most popular online payment systems around. It is very safe, and very secure. Please bring receipt to meeting.

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Whatever the motivation, we welcome and ask for your assistance on the subcommittee and/or board level. We are solely an organization of volunteers. Dues are kept at a minimum, due to the men and women who pitch in and help. We hope you will be one of them. Every smallest effort helps! If you would like to serve on any committee, please contact the board member in the area of your choice!



New Orleans Real Estate Investor
Association
P. O. Box 8064, Metairie, LA 70011



N.O.R.E.I.A. is an open, evolving organization. We welcome new participation on the board level. Board members are not paid. Their service to the association is pro bono. They can expect to donate approximately ten (10) hours a month to fulfill their respective tasks.

Many people who help the association by volunteering for different subcommittees, though, have no aspiration for becoming a board member some day. Many are just looking to give something back and help out. Many are looking to work more closely with the board member in charge of the subcommittee. Others are just looking to earn some NOREIA BUCKS!

We're on the web!
www.neworleansreia.com



Stop wasting your networking time at the meeting and *Renew from home!*
Visit our website, www.neworleansreia.com

NOREIA is now accepting annual payment thru Paypal. If you don't have a Paypal account, you can set one up very easily. Paypal is the most popular online payment systems around. It is very safe, and very secure.

New Orleans Real Estate Investors Association (NOREIA) is an educational organization that seeks to provide many opportunities to its members and guests. As an individual, it is your responsibility, and NOREIA recommends, that you investigate and verify the validity of these opportunities and consult with a professional such as your Attorney or Accountant before buying any programs and/or investing as it is possible to lose money investing in real estate. NOREIA makes no warranties or guarantees regarding any offerings by members or vendors

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