

News Release

For Immediate Release

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### **Sound advice for real estate investors**

**Mentor, OH**—Individual stocks and bond. Mutual funds. Precious metals. Certificates of deposit and interest-bearing checking accounts. Ask the average investor where he or she directs investment money, and more than likely the answer will include one or more of the vehicles listed above. But what other options are available to the investor who wants to truly diversify his or her portfolio?

Commercial investment real estate may be that option. For the individual willing to take on a little work and research, commercial properties offers a wide range of alternatives, from small multifamily apartment buildings to strip shopping centers to self-storage warehouses. And, with the high tech sector slowing down from the high-flying 1990s, the long-term outlook for investment properties is strong.

There's a tremendous range of commercial properties available for investors to consider. Each type of property presents its own potential for returns, management responsibilities, and, of course, levels of risk. However, a property that is well-managed and properly financed can yield significant returns over the long term.

As you search for guidance in investment properties, are you saying to yourself, "where do I begin to look?" Let Sequoia Realty and the Realty NEO.com investment website assist you.

Sequoia Realty's owner and president, Rick Ferris, CCIM (Certified Commercial Investment Member) is recognized as an industry expert in the disciplines of commercial

property development, brokerage and analysis. A CCIM understands what property to buy, when to buy it, how to develop, when to sell it and how to sell it at maximum value. Having a CCIM on your team increases the probability of a profitable investment portfolio whether you're considering a single property or multiple locations. Rick Ferris would be able to evaluate investments and your objectives to determine whether portfolios are maximizing net worth and meeting your current and long-range investment goals. Realty NEO.com is a service Sequoia Realty provides to investors looking for the largest selection of quality investment offerings. This website provides real time access to property briefs and photographs in an effort to expose investors to all available options as soon as they come on the market.

There's plenty of capital available in the marketplace right now, and opportunities are available in the commercial sector for investors willing to take some risks. Like any speculative venture, however, investment real estate may not always perform up to short-term expectations. Over the long haul, though, a well-managed and properly financed piece of commercial property unquestionably can prove to be a solid investment.

Sequoia Realty is Lake County's only real estate brokerage firm to specialize exclusively on the sale, lease and auction of retail, office, industrial and investment property. For further information, call (440) 946-8600 or e-mail [Rick@SequoiaRealty.com](mailto:Rick@SequoiaRealty.com) you may also visit [www.SequoiaRealty.com](http://www.SequoiaRealty.com) and [www.RealtyNEO.com](http://www.RealtyNEO.com).

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