



The Trada Group is a diversified real estate investment and development firm based in San Francisco, California. Our goal is to acquire, develop, and market value-added properties in strategically targeted markets across the United States.



With additional offices in Washington, Idaho, and Utah, The Trada Group is fast-becoming a leader in the real estate investment industry. Our skilled team of acquisition and development specialists combine vision, knowledge, and drive to deliver the best real estate investments available to our clients and investors. Our all-inclusive approach and ability to build strong relationships in local markets makes us a reliable information source and the ideal investment partner.

### **Investor Focus**

As real estate continues to receive more attention and consideration from the average investor, The Trada Group continues to hone its services, taking all the legwork-and guesswork-out of real estate investing. Our goal is to help our investors diversify their own real estate portfolios and, at the same time, limit their risk. To do this, we find the best income-producing property available and develop it to its highest use.

### **The Best Place to Invest**

In reality, the best real estate investment-where demand is expected to be the greatest-is not always close to home. For this reason, The Trada Group doesn't limit its development business to any one state or location. We're able to plan our developments based solely on market demand. Our extensive real estate portfolio includes commercial, retail, and residential communities throughout the United States, with a strong focus on multi-family buildings in persistent growth areas.

### **A Talented Team of Experts**

In just a short time, The Trada Group has demonstrated its knack for selecting prime properties, which provide the greatest possible return on investment. Our knowledge of market conditions and our talent for recognizing investment potential has enabled us to meet and satisfy the property needs of investors and buyers on a nationwide basis. Because we offer hands-on services, and only partner with the best, our investors turn to us often to acquire additional properties and diversify their real estate investments.

### **The Trada Group**

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## Integrated Services

The Trada Group provides a comprehensive range of services, concentrating on three key areas of investment: acquisition, development, and marketing. We work with seasoned real estate and investment professionals, and outside consultants who we hire or retain based on their qualifications and experience.

## Acquisition

Our acquisition business is currently focused on investment projects in the best areas of the United States. These projects span the early stages of land pre-development to existing buildings, suitable for enhancement.

Empowered by our wide network of investors, The Trada Group makes investment decisions based on desired results. We invest with our own capital, or in conjunction with our partners. We also tap our network of advisors to analyze opportunities, and identify which projects are the most profitable to pursue.



## Development

Contributing to our success as a developer is our ability to identify underdeveloped areas with strong market potential and a rewarding capital structure. Currently active in the development of multi-family investment properties, The Trada Group is capable of handling the entire development process—from site selection to promotion.

Our development team is an accomplished group of real estate professionals who only accept first-rate projects. This allows us to deliver maximum returns for our investors and buyers.

## Marketing

We provide unparalleled exposure of our projects to prospective buyers and renters. Our impassioned approach to marketing is based on the value we add to our clients and investment partners. Our marketing plan includes these basic components: positioning, strategy, advertising, public relations, and networking.



## Multi-Family Investments

For a lot of investors, multifamily properties are a great opportunity to buy into a large real estate investment with a relatively small down payment. In addition, multi-family properties offer certain advantages based on the economies of scale.

- The cash flow is greater due to more rents coming in.
- The rate of return is exponential, exceeding the initial cost/price by tenfold.
- Renting to multiple tenants as opposed to one lowers the risk per investment.

The Trada Group is very selective about the projects it pursues. We often engage in new construction, multi-family real estate projects, because of their high value creation potential.