

Fall/Winter 2012



I. Humble beginnings

A brief history showing how hard work has paid off.

II. New acquisitions

\$2 million raised within the past 24 months.

III. Social Philanthropy

How JRI benefits the Jane and Finch community.

IV. Getting Involved

How you can partner with JRI's success.

Special feature:
NEW ACQUISITIONS



TORONTO

+

HAMILTON

The benefits of investing in two great Canadian urban centres.

I. HUMBLE BEGINNINGS

A brief history showing how hard work has paid off.

CAREER REINVENTOR

Those who are first acquainted with Olu Jegede will soon learn that he is a man of great vision and diverse talents. He acts with care and tact concerning the different roles he finds himself fulfilling every day. As a Pastor, he exhibits compassion and spiritual leadership. As a non-profit Director, he fosters teamwork and community outreach. As a father and husband, he leads and provides for the family. At any given time of day, he may be engaged as a Counselor, Event Coordinator, Bus driver, Preacher, Computer Technician, Electrician, and even Plumber or Custodian. It is quite a surprise that Olu accomplishes the juggling of these occupational hats with such clarity and precision. And to all of these hats, he adds another: the role as a Real Estate Investor.

Back in 2009, Olu was preparing to re-launch Inner City Outreach, a non-profit organization that was previously under the auspices of Christian Centre Church. Although he was the Associate Pastor with a guaranteed salary, he was willing to take a step of faith by dividing his income into two streams, thereby cutting his already-modest church salary in half. Olu explains, "Half of my income

would have to be raised by [the] new non-profit. I would ideally need to have a sustainable income that was separate from the non-profit. My hope was to eventually not have to take an income from this non-profit, but to generate wealth from my business. This way, the money saved from my salary could be put back into the non-profit to fund programs in the community." And thus, Jegede Real Investment was birthed in 2010.

FIRST PROPERTY

Many of the greatest accomplishments in history have started on a bumpy road to success, and Jegede Real Investment is no exception. "I remember purchasing our first property in Hamilton in January 2011," recollects Olu, "and receiving a phone call from the tenant that the pipes had frozen and there was no water in the house." The former landlord had not insulated the crawl space under an addition to the property, and had not informed his new buyer. Olu had to quickly provide a solution warranted by the impending cold winter. Contractors' estimates were not worth the new property's value. "I took control of the situation myself and enlisted the help of a friend. We spent twelve

hours in the winter under the building ourselves insulating the space. It was a lot of work, but with a good pay off, and the tenants never complained again." Since then, Olu has been diligent in checking hidden maintenance issues to avoid surprises.

CHALLENGES AND SUCCESSES

The most common challenge with beginning businesses is seeking adequate funding. "Thankfully it has been easier in the last six months," Olu says, "but in the beginning it was a challenge to gain partners beyond family and a friend who believed in the business." Real estate partnerships can require a large amount of initial investment capital, which can seem daunting to some. Eventual partners may spend several years re-organizing their finances before they are able to commit. Through networking and relationship-building, he successfully added two investors in 2011 who contributed over \$100 000 in investments. "I continue to have increasing numbers of people who are interested in investing, as I am able to provide more proof that investing in real estate has worked for me and other investors in Jegede Real Investment."

II. NEW ACQUISITIONS

Highlights on growth within the past 24 months.



Two new properties: Hamilton quadplex (above) and Toronto duplex (below).

Two new properties have been acquired in the past year: a duplex in North York and a triplex in Hamilton. The North York home was previously being used as a rooming house. JRI converted the home into two separate units, each with its own kitchen and bathrooms. A Hamilton quadplex was also converted from a one-bedroom with den into a legal two bedroom apartment. Because of this, JRI was able to increase the

monthly rent on the apartment. Both buildings will be evaluated higher at the time of sale. Jegede Real Investment (JRI) has also gained investors and an increased number of potential investors. In addition, there is success in ongoing relationships with other companies and people in the real estate field that are an asset to the business. Another highlight from the past year was the negotiation of lower interest rates which reduced expenses.

A TALE OF TWO CITIES

HAMILTON

- Home of the first Tim Horton's.
- Purchased by Canadian merchant and politician George Hamilton shortly after the War of 1812.
- Culturally-diverse (more than 20% of residents not born in Canada)
- "MoveOntario 2020" transit plans expected to increase property values by 10-20%.
- Represents one of the most economically diverse neighbourhoods in Canada (Ancaster among the wealthiest; Beasley amongst the poorest).
- Considered top Canadian city to invest in due to an under-valued market, meaning price of real estate is expected to increase significantly in the future.

TORONTO

- Home of the Toronto Maple Leafs, Blue Jays and Raptors.
- First settled as the town of York. Name changed to Toronto from the Iroquois word *tkaronto*.
- Hotbed for cultural activity due to high influx of immigration.
- Contains a wide variety of eclectic districts (Cabbagetown, Little Italy, Leslieville, Liberty Village, etc.)
- Largest metropolitan in Canada with a population of 5.6 million.
- Property in North York and Vaughan set to increase due to TTC Subway extension in 2014.
- Hotbed for economic activity: Toronto remains the business and financial centre of Canada.



III. SOCIAL PHILANTHROPY

How JRI benefits the Jane and Finch community.

Youth and young adult unemployment (and underemployment) around the globe is on the rise, and Canada is no exception. Some college or university graduates are able to seek temporary work positions or go back to school for an upgraded education. But how about those who are unable to do so, or even attend a post-secondary institution for that matter? They are oftentimes in a difficult position of not knowing what to do or how to get there. Individuals such as these find themselves at a disadvantage with little employable skills to market themselves. They are the ones most affected by downturns in the economy. Unfortunately, distressed neighbourhoods in Toronto such as the Jane and Finch community are home to many young people with these kinds of issues. This is why providing employment opportunities to residents in the Jane and Finch community has long been a vital goal to Olu Jegede. Since its inception, Jegede Real Investment has been able to provide contractual work for vari-

ous people and help break the cycle of poverty and joblessness. Casual employment opportunities have included interior painting and cleaning, appliance delivery, light renovations, and outdoor landscaping. These projects have several benefits: the youth/young adult receives a fair wage for their labour, JRI properties are being upgraded, the youth/young adult is being taught and mentored valuable life skills, and dollars are being put back into the community. It is this wholistic approach that Olu strives to maintain not only as a real estate investment specialist, but as a pastor, youth worker, community builder and entrepreneur.

By the end of 2012, JRI will have completed their 9th real estate transaction (involving approximately \$3 million in real estate).



JRI has raised approximately \$2 million in the past 24 months.

ENVISIONING THE FUTURE

JRI's plans for the next several years.

OLU JEGEDE: I would like to continue with what I know, which is to invest in duplex and triplex buildings in high demand areas. Along with that I would like to expand and find some larger properties with more units, for instance buildings that contain six or more apartments. I would like to invest in some short term holdings that generate revenue from renovating properties and reselling for a profit. In addition, I would like to increase employment opportunities for young people in the Jane and Finch Community, providing them valuable work experience.

IV. GETTING INVOLVED

*Thinking of investing into your future?
Experience the power of partnership!*

WHY INVEST IN REAL ESTATE?

- Safe, long-term opportunity with significant profits
- Ability to utilize business leveraging

WHY CANADA?

- Strong and stable market
- Diverse, under-valued neighbourhoods primed for growth

WHY JRI INC?

- Olu practices a proven system
- Olu has REIN™ membership
- Olu has experience in selecting and maintaining properties
- Olu's efforts benefits the Jane and Finch community by offering youth and young adult employment

People benefit when they invest in our real estate business because becoming partners opens up greater opportunities than investing individually.

By partnering, investing in real estate becomes attainable for more people. By buying rental properties, we buy and the tenants pay the mortgage. On the sale of the unit, investors share in the equity that has been raised. When one invests in Jegede Real Investment, they benefit from my experience. I have been using this model for years and have learned through experience what it takes to succeed in real estate.

CURRENT PROPERTIES



- 1. Toronto duplex (Bimini)**
 - Well-maintained, Italian-built
 - Spacious backyard
- 2. Toronto duplex (Fletcherdon)**
 - Six bedrooms, two suites
 - Newly-renovated basement
- 3. Toronto duplex (Village)**
 - Brand-new townhouse
 - Near York University (rapidly-expanding campus with massive residency needs)
 - Prime area for growth
 - TTC subway line expected to increase property value
- 4. Hamilton triplex (Hess)**
 - Old turn of the century home
 - Beautiful, serene backyard
 - Excellent tenant rating
- 5. Hamilton quad-plex (Afton)**
 - Near Main and Gage
 - Family-friendly area in middle-class neighbourhood
- 6. Hamilton triplex (Victoria)**
 - Hidden gem in downtown
 - Regentrifying neighbourhood
 - Adjacent to Hamilton General Hospital (poised to attract patient care personnel)



Thank you!

JEGEDE INVESTMENT.COM

e olu@jegedeinvestment.com

p 647 982 6770

f 416 736 1343