



## INVESTOR PROFILE

# Gabriel Morris

Digital Marketing  
Technology Entrepreneur

### Investor Background

I live in New York and work in digital marketing. I've been in the programmatic ad technology space for a number of years, and founded my own business.

### Investing Strategy & Outlook - what motivates you to invest on your own behalf?

Investing on my own behalf forces me to become a better educated, more sophisticated investor. I'd like to eventually retire and live off the income produced by passive, alternative investments. Taking that step confidently is easier to do with an in-depth knowledge of the asset classes and the specific assets producing that income.

"I invest through EQUITYMULTIPLE because it provides access to well-vetted deals that fit my criteria for investment quality, backed by transparent communication and excellent customer service"



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### Why do you like investing in real estate, and how does real estate figure into your portfolio?

Why real estate? I like investing in assets where the probability of the asset going to zero is close to zero. It is possible to find plenty of non-new construction deals where the worst-case scenario is not overly grim.

I do not invest in domestic REITs. As of May 2017, the total ten-year return for the major real estate index ETFs is around 10%, or 1% annualized. Without diving into the reasons for this lackluster performance, I think it's safe to say that it's not difficult to exceed that return through self-directed investing in individual real estate deals, particularly with a platform like EQUITYMULTIPLE streamlining the process.

### Why do you invest with EQUITYMULTIPLE?

I invest in EQUITYMULTIPLE for the following reasons:

- **Experience:** EQUITYMULTIPLE's founders/management have substantive real estate backgrounds. No rookie mistakes or missteps.
- **Phenomenal customer service:** It's quite easy to get a customer service rep, or even senior management, on the phone for discussions.
- **Platform-wide transparency:** On quarterly updates, executives note issues, however small, with any deals. I've invested through other platforms and I can aver that such transparency is exceedingly rare.
- **Deal quality:** While not every deal on EQUITYMULTIPLE is suitable for my portfolio, I like the overall focus on cash-flowing, non-new construction deals.
- **Clarity:** I appreciate the clarity of the presentation of investment deal details. It makes it easy for me to assess a deal and determine the attendant opportunities and risks.
- **In summary,** I invest through EQUITYMULTIPLE because it provides access to well-vetted deals that fit my criteria for investment quality, backed by transparent communication and excellent customer service throughout the deal lifecycle.