



INVESTOR PROFILE

Whitney Morgan

MBA, Biz Dev Professional



Investor Background

I work in business development for a fintech company and live in New York City.

My Investing Strategy & Outlook

While I have a quantitative background both by study and practice, I'm not a day trader per se. However, I really enjoy investing on my own behalf and doing a deep dive on any potential investments I take on.

Why I Invest in Real Estate

I've always been interested in real estate investing because it's tangible. There are more options now than there used to be, so it becomes a fun analysis for me, and complements other investment types in my portfolio.

Why I Invest with EQUITYMULTIPLE

EQUITYMULTIPLE makes it easy to quickly understand the investment thesis and determine whether a project is a good fit for me. I can get a strong feel for each investment opportunity: who the sponsor is, what the business plan is, and why the returns are projected as pitched. The team is completely transparent and accessible, which adds to the confidence in my investment.