



# WHY INVEST IN REAL ESTATE ?



Because it has inherent stability.

It has insurable value, whether vacant or improved.

Its history as to value shows natural continuous increase.

There is a limited supply.

It does not disappear overnight.

It is the basis of most great fortunes.

It has the possibility of great increase in value without the fear of total loss.

Property rights are protected by the Federal Constitution.

It is always saleable at some price.

It cannot be entirely shorn of its value by malicious manipulation. Other things can.

It can be made to pay for itself many times over without fear of loss.

It does not depend upon patents, manufacturing methods, personal managerial ability or commodity markets, to the extent that all other investments do.

It is the safest place in which to invest capital which you do not want to lose.

You can have personal control of your investment, whereby your individual judgment and action will offset the available benefits.

You generally have a higher net spendable cash income as compared with most other types of investments, due to depreciation factors.

You realize direct benefits from growth factors.

You gain certain tax advantages to implement your tax program.

Your investment is not subject as others to the day-to-day shifts in the general economy.

You have a valuable hedge against inflationary trends.

You derive great pride and security from ownership of a TANGIBLE PHYSICAL ASSET.

You have the opportunity to build an estate by equity financing.

You have greatest collateral for borrowing capacity, value wise, available.

Natural forces, without personal effort, increase value of your real estate holdings . . . equity gain, inflation, increment value.

You can pyramid holdings "tax free" by careful exchanging procedures.

## *Specializing in*

Investments—Exchanges—Land Development—Project Co-Ordination

# Codding & Jaynes

## Realty Company, Inc.

HUGH B. CODDING — WILLIAM JAYNES

### Phone (707) 542-4390

P. O. BOX 2097

2200 COUNTY CENTER DRIVE

SANTA ROSA 95405