

# RealtyMogul markets first non-traded REIT

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**R**ealtyMogul.com, an online real estate crowdfunding marketplace that aims to make it easier for non-accredited investors to diversify their portfolios into commercial real estate, is lining up investors for its first non-traded real estate investment trust. The \$50m *MogulREIT 1* has so far generated a return of 8% for investors. “Investors may not be thinking of specific real estate allocations [in the same way that they think about the rest of their portfolios] and we want to change that,” said **Jilliene Helman**, ceo and co-founder of RealtyMogul.com.

The platform, which launched in 2013, is a dual-sided marketplace that can be used by both accredited and non-accredited investors, as well as developers looking for CRE financing. Since its inception, RealtyMogul.com has raised more than \$45m in venture capital and its largest investors include **Canaan Partners** and **Sorenson Capital**. So far, the company has financed \$1bn in property value and has returned \$50m to investors over 24 months without incurring any losses.

*MogulREIT 1* is comprised of a diversified basket of commercial real estate that includes all of the major food groups: multifamily, office, industrial, and retail. Non-traded REITs have been available to accredited investors for years, but *MogulREIT 1* utilizes an online platform and, thanks to Title IV of the JOBS Act, can be used by non-accredited investors. “Historically, we’ve worked with accredited investors with either a net worth of over \$1 million or an annual income of \$200 thousand or more,” said Helman. “But *MogulREIT 1* is opening markets to a broader scope of investors.” Indeed, investors can invest in the REIT with as little as \$2,500.

The company has roughly 85,000 investors on the platform, about 30,000 of which are accredited. RealtyMogul.com plans to expand its REIT offerings over the next few years, according to Helman. “We’re hoping [that with the launch of additional REITs], we can give more investors access to passive income through commercial real estate,” she added. “A lot of people don’t know that this is an accessible option.”



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