



REIC is the first real estate investment company to focus on the triple win of compassionate investing.

By helping investors, tenants, and community, the company offers more than typical real estate programs. REIC takes investors by the hand, helps them find and purchase investment properties, and then continues to guide them through the process of increasing wealth.

REIC teaches Strait Path™ real estate, which was created after analyzing and experiencing virtually every form of real estate investing. The average REIC client enjoys a more than 50 percent annual return on investment, purchases investment properties with at least a 15 percent discount and often increases his or her net worth by \$50,000 with each investment purchase.

REIC's game plan is to help investors accumulate enough free and clear real estate to create a sufficient cash flow to meet their individual retirement needs within a 10 to 15 year time frame.

REIC's Strait Path Accelerated program allows investors to purchase deeply discounted properties in areas such as Phoenix and Las Vegas, where properties are specially qualified to have the highest possible equity, quality, and cash flow at the end of the process.

Beyond assisting customers in purchasing drastically discounted property, REIC also maintains strong relationships with property management services in the areas where clients are buying these homes. This way, REIC clients can maintain a profitable portfolio of national property with a fraction of the time and effort typically required.

Clients who participate in the Strait Path Outright program are presented inventory that has been pre-purchased at massive discounts, renovated and restored to rental-ready condition, with a Property Management company to place renters inside immediately.

REIC executives and staff personally own hundreds of properties - they do what they teach. The REIC method is to take their investors by the hand and help them replicate the pattern of success. In the last 12 months, the company has helped members transact tens of millions of dollars in real estate.

Instead of focusing solely on profit, REIC leads tenants down the path to homeownership in a few short years. The company offers financial education, encourages tenants to fix their credit problems, and assists them on the path to financial freedom. As a result, tenants are more likely to improve the property and the community they live in, becoming active participants instead of unreliable renters.

In late 2009, REIC expanded to include investors nationwide. Their team currently supports more than 600 members.

**For additional information, please contact REIC:**

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### **Kris Krohn, Founder and President**

As Founder and President of REIC, Kris Krohn has proven success in real estate – he owns more than 400 homes, and has now helped hundreds of others invest in real estate. By the time he finished his undergraduate degree, Kris had purchased his 12th property and had formed a number of successful investment companies. As Kris searched for the best strategy, he tried every type of real estate investing available, including rentals, flips, foreclosures, and others. Through research and extensive experience he developed Strait Path™ real estate. Kris formed REIC and several other supporting businesses to help others implement his proprietary system and achieve financial success. He resides in Orem, Utah with his wife, Kalenn, and children Liesel and Kaiser. Learn more about Kris at [www.KrisKrohn.com](http://www.KrisKrohn.com).



### **Stephen Earl, Chief Executive Officer**

With 12 years of experience starting and running businesses, Stephen Earl acts as the Chief Executive Officer of REIC. Prior to working in real estate, Stephen founded Pro System Painting Co. in 1996 and grew the company into one of the largest residential painting contracting companies in Utah County. In 2004, Stephen sold his company after finding his true passion, and entered the real estate profession full time. Within 3 years he had helped hundreds of investors purchase and sell real estate, and became the Top Sales Agent for Osmond Real Estate. In 2008, Stephen earned his real estate brokers license and joined with partner Kris Krohn. Since then, Stephen and Kris have led REIC to a period of aggressive growth in both assets and revenues. Stephen has a Bachelors degree from Brigham Young University in Business Management. He lives with his wife of 18 years and 4 children in Orem, Utah.



### **Kevin Clayson, Senior Vice President**

As Senior Vice President, Kevin Clayson runs the REIC Coaching Department. He is responsible for helping investors develop a game plan and for teaching them how to succeed in real estate. Kevin takes REIC investors by the hand and acts as the main point of contact for REIC. Kris Krohn taught Kevin how to successfully invest in real estate, and he went from \$30,000 in debt to owning 25 homes in just 3 years, many of them free and clear. This experience has uniquely qualified Kevin to teach other investors how to find the same level of success in real estate investing. Prior to his role as Senior Vice President, Kevin acted as a loan officer for REIC.



### **Michael Krohn, Chief Financial Officer**

Michael Krohn joined REIC in February 2009 as the Chief Financial Officer. Prior to his position with REIC, Michael held accounting positions with Dell Inc. and several Fortune 100 companies. He received his Bachelors and Masters degrees in Accounting from Brigham Young University and is a Certified Public Accountant, Certified Fraud Examiner and Certified Information Systems Auditor.

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## **REIC Expands its Program for Nationwide Investing** ***REIC Helps Clients Purchase High Quality Property at Astonishing Discounts***

November 1, 2010 - REIC ([www.reicglobal.com](http://www.reicglobal.com)) announced today the company is offering two new powerful programs to its clients, "Strait Path Accelerated" and "Strait Path Outright" that take advantage of today's unique real estate investment opportunities.

"REIC is thrilled to offer these programs to our clients," said Steve Earl, CEO of REIC. "We are showing hundreds of families how they can harness the current economic situation to create a solid retirement, and expand their options for investing beyond the stock market."

Strait Path Accelerated allows investors to purchase deeply discounted properties in areas such as Phoenix and Las Vegas, where properties are specially qualified to have the highest possible equity, quality, and cash flow at the end of the process.

Beyond assisting customers in purchasing drastically discounted property, REIC also maintains strong relationships with property management services in the areas where clients are buying these homes. This way, REIC clients can maintain a profitable portfolio of national property with a fraction of the time and effort typically required.

Clients who participate in Strait Path Outright are presented inventory that has been pre-purchased at massive discounts, renovated and restored to rental-ready condition, with a Property Management company to place renters inside immediately.

This program is ideal for individuals wondering what to do with their 401K's and IRA's, where they are taught how to tap into these assets without fees or penalties. REIC's team of experts assist clients identify and restructure assets to produce much higher yields than traditional 401Ks and IRA's.

"One feature that makes the REIC system so powerful is we customize a unique game plan for each client, tailored to their current life situation as well as future financial goals" said Kris Krohn, REIC President and Founder. "To achieve their goals, we are committed to helping investors secure the very best real estate opportunities, and create lasting wealth for themselves and their families."

REIC holds free information seminars and webinars to further introduce the company and its investment strategies. REIC invites anyone who is interested in learning about these unique opportunities to review the latest event listing by visiting <http://www.reicgift.com/events>.

### **About REIC**

REIC is the first real estate company to focus on the triple win of compassionate investing. REIC helps investors add a stable source of income, helps tenants find permanent housing they can work to own, and builds the communities they serve. With more than \$30 million in real estate moved in the past year, REIC is a force for innovation in the real estate landscape. For more information, visit [www.reicglobal.com](http://www.reicglobal.com).

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Salt Lake City — December 8, 2009

## **REIC Expands Nationwide to Teach Compassionate Investing** *REIC Supports Investors, Tenants and Communities*

REIC ([www.reicglobal.com](http://www.reicglobal.com)) announced today the company is expanding to include investors nationwide. REIC was founded in Utah in 2007, and during the first two years in business, the company and its investors have purchased more than \$33 million in residential real estate.

Now, REIC will serve investors throughout the United States by holding Webinars to teach members how to successfully purchase homes and rent to tenants who are enlisted in REIC's Homebuyer Assistance Program to facilitate the purchase of the home in a few short years. REIC offers more than typical real estate programs by taking investors by the hand and walking them through the investment process.

"The reception to REIC has been outstanding over the past year and we have added members by the hundreds," said Steve Earl, CEO of REIC. "As we fielded interest from other states we realized we could easily use modern technology to serve investors anywhere instead of limiting the opportunity to our local area. Rather than simply selling a book or seminar, at REIC we take investors by the hand and work with them individually to purchase real estate and increase personal wealth."

REIC teaches compassionate investing – a concept that helps members increase wealth while turning tenants into homeowners and building stable communities. In the past year, more than 25 members per month have joined the program, and total club membership has increased by 500 percent in the past 12 months.

"Our goal is to help investors accumulate enough free and clear real estate to create the cash flow to meet their individual retirement needs within 10 to 15 years," said Kris Krohn, REIC President and Founder.

Instead of focusing solely on profit, REIC investors use Compassionate Financing to lead tenants down the path to home ownership in a few short years. Tenants receive financial counseling, learn how to fix their credit problems, and attend other online classes to assist them on the path to financial freedom. As a result, tenants are more likely to improve the property and the community they live in, becoming active participants instead of uninterested renters.

REIC holds free informational Webinars to further introduce the company and their investment strategy. REIC invites all media or potential investors to attend the next Webinar on December 3 at 7 p.m. MST by visiting <http://www.reicevents.com/webinars/>.

### **About REIC**

REIC is the first real estate investment company to focus on the triple win of compassionate investing. REIC helps investors add a stable source of income, helps tenants find permanent housing they can work to own, and builds the communities they serve. With more than \$30 million in real estate moved in the past year, REIC is a force for innovation in the real estate landscape. For more information, visit [www.reicglobal.com](http://www.reicglobal.com).

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Salt Lake City — May 12, 2009

## **REIC Announces Strong Growth after First Year in Business**

### ***REIC Teaches Compassionate Investing to Help Investors, Tenants and Communities***

REIC ([www.reicglobal.com](http://www.reicglobal.com)) announced today the company has experienced exponential growth in members, employees and the number of real estate properties owned by their clients over the past year. The company was founded in 2007 to serve Utah County, and now serves Salt Lake and Davis Counties as well. During its first year in business, the company and its investors have purchased more than \$33 million in residential real estate.

REIC is the first real estate investment company to focus on the triple win of compassionate investing. By teaching compassionate investing to help members increase wealth, turn tenants into homeowners and build stable communities, the company offers more than typical real estate programs.

“We take investors by the hand to help them find and purchase investment properties, instead of just selling them a book or a program,” said Steve Earl, CEO of REIC. “We call our program compassionate investing because instead of just trying to make a quick buck, we look for tenants who need to get back on their feet and want to work towards home ownership. As a result, we are improving properties and communities in Utah on a long term basis.”

In one year, REIC has grown from 6 to 22 full-time employees and more than 40 commission-based employees. More than 25 members per month are joining the program in Utah, and total club membership approaches 300 after just one year.

“Our goal is to help investors accumulate enough free and clear real estate to create a sufficient cash flow to meet their individual retirement needs within a 10 to 15 year time frame,” said Kris Krohn, REIC President and Founder.

Instead of focusing solely on profit, REIC uses Enlightened Financing to lead tenants down the path to home ownership in a few short years. The company offers free financial counseling, shows tenants how to fix their credit problems, and assists them on the path to financial freedom. As a result, tenants are more likely to improve the property and the community they live in, becoming active participants instead of uninvested renters.

REIC is holding four “Super Seminars” in May to further introduce the company and their investment strategy. All media or potential investors are invited to attend on May 16th in Sandy, May 19th in Lindon, and May 21st in Salt Lake City. For more information visit <http://www.reicglobal.com>.

### **About REIC**

REIC provides the triple win of compassionate investing. REIC helps investors add a stable source of income, helps tenants find permanent housing they can work to own, and builds the communities they serve. With more than \$30 million in real estate moved in the past year, REIC is a force for innovation in the real estate landscape. For more information, visit [www.reicglobal.com](http://www.reicglobal.com).

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“Recently I was explaining our theory on compassionate investing to a reporter when she responded, “There should be no compassion in investing!” She was only half kidding. By definition, investing is the act of committing money in order to gain financial return. The truth is, smart investing can also help others – which is what I call compassionate investing.”

[Compassionate Investing](#), Utah Business Blog

“An encounter with a wealthy mentor piqued his interest in real estate, and his career goal changed. He began researching the field in earnest “to figure out what is ultimately the best form of real estate.” Believing that real estate is “mostly parasitical,” he sought a way to approach it that provided a “true service” to people. The system he eventually developed, which he calls “compassionate real estate,” led to the creation of REIC.”

[Kris Krohn Spotlight](#), Utah CEO Magazine

Real estate experts around the country have seen increased interest in rent-to-own options—an agreement that a perspective buyer will rent a home first and then decide if he wants to buy it down the line.

[Rent Now, Buy Later: Is It Right For You?](#) CNBC.com

### **Press Contact**

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