

**AGORA VIDEO: Chris Mayer, interviewed by Lauren Lyster, host at Capital Account.**

**HEADLINE:**

(Open with this headline on screen, with VO):

## **Secrets to Becoming a "\$14 Landlord"**

Here's your once-in-a-lifetime shot at turning the busted and broken real estate markets into healthy income streams, without ever having to ...

- Fix a Leaky Toilet
- Apply for a Second Mortgage
- Or spend a Single Second worrying about Evicting a Tenant

Cut to studio shot of Interviewer & Chris at a table together.

Mood: Genuine and sincere about the topic at hand.

**COPY:**

**Female Interviewer (FI):** Hi, I'm Lauren Lyster, host at the financial news show, "Capital Account."

I urge you to stop what you're doing – and pay close attention to this broadcast -- because we want to show you **how to own** prime real estate in the US and Europe for pennies on the dollar.

Today, Agora Financial's top analyst, Chris Mayer, will show you what he believes is a short window of opportunity to turn this real estate horror show into your own success story!

And Chris is someone you want to listen to because of his uncanny ability to make calls **long before** everyone else – like his grain call in 2006, prior to the food crisis of 2008, that sent grain stocks soaring!

Then there was his early water call in 2005, after Chris learned of China's water problems. That call sent five stocks that Chris recommended up 85% a year later.

He also made early calls on shale gas, sugar, West African oil exploration, farmland and his very early call on the Bakken in '08. Same with uranium and iron ore.

**His track record for "calling em right" is, in a word -- ASTOUNDING!**

Chris is the editor of *Capital & Crisis*, a research letter that's averaged 42% gains for readers over the past two years.

He's been quoted over a dozen times by MarketWatch and has been a guest on *Forbes* and *Fox News*. He's spoken on *CNN Radio* and appeared numerous times on CNBC.

(Show screen shot of both books, as Interviewer says):

He's the author of two books: *'Invest Like a Dealmaker'* and his most recent *'World Right Side Up,'* published in April of this year.

So, Chris, welcome!

**CM:** Thanks for having me, Female Interviewer. (FI)

**FI:** Chris, you're VERY bullish on real estate right now – and, as you know, many people have been extremely skeptical for VERY good reasons. I mean... the average American has been crushed by the real estate market.

And now that the government's taken over, individual investors have been closed out of buying distressed properties in residential real estate here in the U.S, due to government cronyism! So, tell us WHY you're so excited about real estate?

**CM:** I understand that many people are extremely skeptical about residential real estate – I do.

But there are many ways to play real estate, without trying to buy up foreclosed residential real estate. Commercial real estate values have also been decimated ... and NOW is the time to buy some. And I'll show you how. I'm convinced it's the absolute BEST opportunity available in the markets right now.

**And if I'm right, we could see 100%+ gains in the next few years, along with rich dividends... And we'll do it safely, even if the overall stock market goes nowhere.**

Look, there ARE fantastic deals out there – IF you know how to dig through the carnage and find them. By fantastic, I mean picking up properties for 30 to 40% less than what it would cost to build them. I'm talking about prime properties trading at 60 to 70 cents on the dollar.

And I'm not just talking about US housing. But let's look at US housing first. It's precisely **because** US houses are so 'under-valued' right now that we can find opportunity in this crisis.

I know this is a contrarian view, but American housing, as an asset, is **CHEAP** right now ... and a few very smart companies are taking the same view I am -- and profiting mightily. And I'll show our viewers how they can participate right along side them.

**Female Interviewer (FI):** Wait, let me stop you there for a moment, Chris. This sounds like it requires a lot of capital. Many of our viewers may not have \$100,000 or so to go dump into real estate.

**CM:** Well, that's the beauty in what I've found. I'd like to show our viewers how they could take advantage of an opportunity starting with as little as \$1,000. Best of all, you'll never have to become a landlord. And you'll never have to fix a leaky toilet or replace a roof!

**FI:** As little as \$1,000? That sounds a bit too good to be true. Can you explain?

**CM:** Yes, a bit later I'll show our viewers how to, literally, grab their share of the real estate opportunities I've found, with a very small amount of money.

But before I do ... I'd like to talk about WHY we have this opportunity in the first place. We all know that markets self-correct. And, after the housing BOOM, home prices have gone bust. But they're now at realistic levels -- and are supported by a BOOMING rental market.

(CM/VO, while test card is on screen):

So, we have three HUGE trends that have provided this opportunity: The largest real estate bust we've seen in our lifetimes. Next, the booming rental market. In fact, last year, I wrote that in 12 of the 27 largest metropolitan markets in the US, it's cheaper to buy than rent. And finally, we have historic low borrowing rates for mortgages.

(Text card):

1. Largest real estate bust we've seen in our lifetimes.
2. Booming rental market.
3. Historic LOW borrowing rates.

(Back to Chris in studio):

**CM:** Just a bit of history -- you know how I love history -- in 1958, the Federal Reserve did a survey and found 58% of the respondents thought owning real estate was a BAD idea!

Of course they said that, based on their recent experience ... because if you bought a home in 1920 -- the odds were, it was worth about half what you paid for it two decades later.

In fact, in many cases, it wasn't until 1960 that housing prices got above pre-Depression levels. So, of course, the sentiments of the people in 1958 -- within that context -- were very reasonable. BUT, their predictions were **DEAD WRONG!**

**FI:** But, you're not recommending that our viewers rush out and buy some properties, fix em up and rent em out – are you?

**CM:** That's **only one of many** ways to play real estate. US housing is one of the best value plays right now. So, yeah, I'd say if you own a house, then look to buy and rent out another.

I mean ... consider the environment ... the Feds have said they'll keep interest rates close to zero until 2014. So you can borrow at around 4% fixed – and get paid to wait for a recovery.

**FI:** OK – so, specifically, **HOW** can our viewers invest in real estate and profit from these decimated values – without buying up houses, sinking more money into them -- and becoming a landlord?

**CM:** Well like I said, buying rental property is a good idea, if you can afford it and want to do it. In fact, my wife and I have purchased a rental property. And we rented it out immediately. The rent easily covers the mortgage, and we've got extra cash coming in. The only reason this opportunity exists is because there are a lot of people who lost big, during the financial crisis and their credit is shot! So they have to rent.

In fact, I recently talked to a man, who told me he's winding down his equity management firm to totally **FOCUS on U.S. housing**. And this guy is a very talented stock picker!

Today, he's invested around \$24 million in around 300 single-family homes. Last time I talked to him, he expected to start paying dividends to investors in his partnership in April of this year – at an annualized rate of 8% net.

**FI:** Sure it's a great opportunity for a few, who can afford to borrow – or have a banker friend, maybe? But not for most of the people watching this, I imagine?

**CM:** Well, remember ... I said that's just **ONE** way to invest in real estate right now – there are **many** others.

I've found a few strong companies that I want to tell our viewers about where they can easily buy shares of the company on a US exchange for as little as \$14/share.

**FI:** Is this the “fire-sale” opportunity you’ve been telling me about, and if so, can you give a specific example of how this works?

**CM:** That’s one of them ... so let me tell you how this one works...

I recently packed my bags and took a 5,000 mile trip to check out a few real estate deals in Hawaii.

One company I visited offers a turn-key opportunity in Hawaii – it’s one of the ones resurrected from the rubble!

This company is riding the backside of a global real estate bubble – and Hawaii is just one place it owns real estate. They’re all over the U.S.

The property I visited has a long, colorful history – starting with the original owner -- a railroad tycoon in 1897 in Oahu, Hawaii. The tycoon’s son built the ranch in 1917.

(Start showing some of Chris’ Hawaiian pixs of Dillingham Ranch here, without giving away what it is.)

**CM/VO, while showing pixs on-screen:**

He also converted 1,000 acres of swamp land into the now-famous Waikiki Beach, dredged Pearl Harbor and built AlaMoana Park and AlaMoana Center ... and he built an airport that eventually became the Honolulu International Airport.

Many famous people were guests on the ranch, including author, Noel Coward and Prince Hussein of Jordan.

And the polo grounds are considered the birthplace of Hawaiian Polo!

(Back to Chris in studio):

CM: It's been bought and sold, due to financial problems numerous times in the past.

So, because the previous owner was in "deep kimchi" – that's deep trouble as they say in Hawaii -- the current owners were able to pick it up CHEAP! And that's where our BIG opportunity comes in.

The company bought this property for \$39 million two years ago and it's for sale now for \$65 million ... for almost double their money.

It's a luxury destination for weddings and corporate events – a nature lovers' paradise, a horse lover's dream and the birthplace of Hawaiian polo. It's really breathtaking!

And... individual investors can own a piece of this property and greatly benefit when it sells. **It's a low-risk, high reward scenario!**

FI: So, how does that work for an individual investor?

CM: The company I visited is a public company. Their shares trade on the stock exchange for about \$14 a share.

I believe their shares are undervalued and should be a great long-term holding – it's a big opportunity born out of crisis!

In my view, I think this company can compound your money at 20%+ per year for many years.

The profit is nice, but I'd like to emphasize other aspects of this unique investment. It's also a way to profit from the EU bank crisis because the company's investing there, too. And it allows you to participate in a **low-risk way**. This idea will add something to everyone's portfolio that I'm certain they don't have now.

FI: Let's talk about that "low-risk" for a moment. Most people watching are not at the point in their lives to risk a bunch of money. Especially not after the meltdown in 2008. So how do you know this is safe, or "low-risk," as you put it?

**CM:** Well, consider this...

The company's officers and directors own nearly 35% of the stock. And the CEO is the largest shareholder, with 25% of the company --- he's a very smart, financial investor, with a great track record.

So the insiders are putting their money where their mouth is. That's unlike the stocks that blew up in 2008. Or any of the penny stock promoters.

These guys are betting on their own company. This is just one example of what they do, routinely – buy distressed properties on the cheap, fix em up and sell em. **It's a simple, wealth-creating thing to do.**

Like I said, anyone watching this presentation today can ride alongside these insiders for just \$14 a share.

**FI:** Low risk, high reward is the way we like it! And you have another great find in Hawaii, right?

**CM:** Well, yes, I have one more in Hawaii I want to tell you about. This second property is owned by another company, who picked it up **CHEAP** out of bankruptcy.

So again, investors have a chance to own incredible real estate at cheap prices because of the financial crisis of the prior owner. Nothing mysterious here!

This one's on the books for \$336 million, but worth at least \$1 billion. And when it's fully developed, it'll be worth **two to three times that**. Their new master plan is expected by the end of this year. I was very impressed with what I saw there. And I don't impress easily.

(Show some 'authentic Hawaiian' shots ... palms, Waikiki, pastures, etc, as Chris says):

**CM/VO:** It, too, has a rich and colorful history, dating back to 1860 – when it was owned by royalty. Finally, 130 years later, it was sold – and today it's



owned by a company that's committed to recreating an "authentic Hawaiian" neighborhood.

(Now show some pixs of Ward Center, if it doesn't give away WHAT it is. Or, just show some high-rise office buildings and/or condos along a beach somewhere, as Chris says):

CM/VO: Today, it's a 60-acre site in a plum location between downtown Honolulu and Waikiki, with 1.2 million square feet of retail, office and industrial space – there are restaurants, over a hundred shops, an enormous entertainment center and 16 movie theaters.

(Camera back on Chris, as he says):

CM: The approved master plan allows for up to 9.3 million square feet of mixed-use development – office, residential and retail. And they have the ability to add 4,300 units of residential, as demand grows. They could put several condo towers right along a stretch of beach that extends to Diamond Head, with stunning views.

People will pay dearly for these kinds of views – they expect to get up to **\$1,500 per square foot, easy**. The supply of condos there is very tight – they sell out over night!

I told the guy who's head of the Hawaii operation, and was showing me around, that I'd buy one of his new ones. And he said, "Only one?"

They're already pretty far along in the plans for a 200-unit condo building ... and already have a TON of interest.

T.J. Maxx just opened a location there in May. And this store was the chain's fastest to a million dollars in sales. It barely missed out on other historical records because it, literally, ran out of inventory!

And there are other national retailers, breaking sales records, like Nordstrom Rack and Sports Authority, which is probably the best in the country! And the Starbucks routinely competes for the number ONE spot in the world.

This company got many other US assets – in the bankruptcy sale – all with tremendous upside potential. I think this is a great long-term investment -- and I raised my buy price, after this trip, and advised my readers to buy some and sock it away!

Just like the first company I told you about, readers can buy into this one with a simple click of a mouse. Shares cost just \$66 each, meaning you don't need a lot of money to get started in this deal, either.

AW: So what do you think the company's worth?

Well they don't all produce cash yet because they're development properties. But I think we could see \$175 per share over the next few years – and maybe more, depending on how these projects go. So, over 100% gain, I'd say.

**And I'm so excited that my readers – and our viewers -- can take advantage of this!**

FI: I see you've definitely found some great ways to ride this real estate bubble, Chris!

CM: Yes, opportunity is everywhere. And I **really** like both of these companies that own the properties in Hawaii. They're **well-capitalized, owner-operated, and they've bought GREAT properties on the cheap** because the previous owners were in financial trouble and forced to sell.

And, since they're public companies, individual investors can participate in the huge growth!

FI: You've put together a report on these opportunities, right?

CM: Yes, I have a report on both Hawaiian deals, with company names, their stories and my buy recommendations. Our viewers will be able to get them at the end of our chat today.

FI: Have you uncovered more US real estate plays that take advantage of the real estate and credit fiascoes?

**CM:** Yes, let me tell you about another company that also found a BIG opportunity in crisis. The guy at the helm comes from 'battle tested' success, as CEO for a real estate concern that owned hotels.

And, during a really bad stretch for owning lodging stocks – from 1998 to 2009 -- the company **delivered a total return of 99.6%** -- while an index of peer companies returned a negative 40% over the same time.

So in 2010, he started a new real estate investment trust (or REIT) to buy distressed hotels – worth about \$29 Billion. There was then, and still is, a BIG opportunity to buy em CHEAP, invest some money to make them better – and earn a **superior** return.

It's your typical story ... the previous owners had too much debt and were forced to sell ... just like the Hawaiian properties! The company picked up high-end hotels in major US cities where the barriers to entry were high, and hotel space is in high demand!

Picking through the wreckage, they bought up a portfolio of properties at an average 34% discount on replacement cost -- or what it'd cost to rebuild them. Some of these high-quality assets include the Hotel Monaco in Washington, DC – a historic landmark, built in 1839. Right across from the Verizon Center, it's in a great location, surrounded by shops, restaurants and museums.

After just a little TLC, the company uses their 'best practices' to improve efficiencies – like better purchasing systems and improved energy-conservation.

Right now, their whole portfolio generates a profit that's a full 25% below the prior peak in 2007 – **BEFORE** everything fell apart! So there's a lot of room for growth.

In 2009, the hotel industry suffered its worst downturn, since 1932. And the most recent slowdowns were caused by Sept 11 and the crisis of '08 ... and both of these created the perfect climate we see today.

There haven't been many new hotels built and demand is rising faster than supply -- so most hotels in major markets are filled to capacity and are able to increase rates accordingly.

This is the perfect time to get in and ride this wave to profits, before the next crest and fall. We have a chance to pick up quality hotels in gateway cities well-below replacement cost. We're not likely to see this kind of opportunity EVER again!

When hotels are closing in on new profit peaks, it'll be time to sell. So, right now is the time to **BUY** – because we're a long way off from those old highs.

Right now, it's trading for **about 68 cents on the dollar**. I'm putting a buy price at \$24/share. But, over the next two to three years, as the underlying performance of these hotels are improved and the hotel cycle warms up, I think it'll trade for around \$35 per share.

**FI:** So what's the downside risk here, Chris?

**CM:** Not many ... their debt levels are the lowest among any publicly traded hotel REIT. I really like the CEO's conservative approach, and he's now in his fifth real estate cycle and has come out of them in very good stead. They have an estimated \$90 million in cash and an undrawn \$200 million line of credit ... they're in great shape.

So, their biggest risk would be if something happened to the CEO, then the stock would suffer. And, of course, if something terrible happens that would shut down travel for a while.

**FI:** What about a recession?

**CM:** I'm not that concerned about a recession ... it'd hurt existing hotels of course, but it would also create more distressed opportunities – and this company has the cash to buy more of the **right kind of hotels**,<sup>2</sup> if the price is right.

I also found another REIT that's taking advantage of cheap US real estate AND low-cost financing. This company's focused on shopping centers, anchored by grocery stores and drugstore chains.

They have piles of cash to buy stuff cheap... and they're buying up assets by the truck load!

The CEO explained there was a 25 – 30% drop in shopping center rents between 2007 – 2009. But now, rents are rising again, as more and more retailers are renting space. This is another **great** company to own right now!

So ... let me tell our viewers about one more ENORMOUS real estate play they can also get in on. All the specifics will be in a separate report, so don't worry!

As many folks know, by now, Europe's in deep trouble– and European banks are having to sell **\$3.8 Trillion** worth of assets at fire sale prices ... just to rebuild their capital bases.

The world has NEVER seen such a sale – EVER ... it's an **even BIGGER fire sale than the ones in the US!**

(Put following quote on text card, as Chris says):

CM/VO: Even the co-founder of the private equity firm, Carlyle, said that Europe's one of the greatest investment opportunities right now – even though the headlines are very negative!

Text Card:

“Europe's one of the greatest investment opportunities right now,” says David Rubenstein, the co-founder of the private equity firm, Carlyle. “There's no part of the world that will see so much assets sold at a discount as in Europe.”

Founder, Private equity firm

(For legal: Rubenstein quote from Capital & Crisis Alert, July 6, 2012. And <http://www.thedeal.com/content/private-equity/is-europe-worlds-biggest-emerging-market.php>)

(Back to Chris in studio):

**CM:** There are many companies buying up EU (and US) assets. One of my favorite companies buys distressed property from banks and is up 25% for us this year.

Another asset management firm is up 22% this year. They are picking up some of London's best-known buildings on the cheap – and also developing real estate in the U.S. and elsewhere.

My point is that the uptrend is going on RIGHT now! So, if you're looking to make a boatload of money from this trend, the timing is now. It just doesn't get any better than this.

I had a long chat with the CEO of one of the companies, buying a lot of EU assets. His company had been involved with buying up bank assets, since the 2008 crisis – in Ireland, Japan and now in Europe.

He explained that when they buy performing loan portfolios, they try to get to a price below replacement cost – that's the cost to rebuild the asset from scratch. And they're also owner-operators, so they have their own money tied up in the deal.

Because their aim is to get the best return on the money invested – they close out deals when the price is full. This is what smart investors have done, since antiquity!

Any company they do business with MUST have transparency. And they manage their deals themselves, so they're very cash oriented, with a conservative balance sheet.

So, right NOW is also the time to profit in the EU clean-up!

**FI:** We don't have time to get into everything there is to say – and of course, out of respect to your paying readers, we can't reveal the names of these companies, but I know you have reports on everything.

Why don't you tell our viewers about your research reports on the US and EU real estate opportunities.

**CM:** Absolutely ... I've prepared an in-depth report on everything US real estate (including the two deals in Hawaii) and another one on the European fire sale – it really IS the sale of the century!

The one on US real estate's called, **“US Real Estate: How to Cash-in on Distressed Properties, without Fixing a Single Leaky Faucet.”**

And the other report on the asset selloff in Europe is called **“How to Grab Your Piece of Europe's Fire Sale of the Century.”**

**FI:** And our viewers can get a copy of these special reports when they request a risk-free trial subscription to ***Capital & Crisis letter at the end of our time together today.***

Chris, can you explain what ***Capital & Crisis*** is, so viewers can get a feel for the research?

**CM:** Sure. The goal behind ***Capital & Crisis*** is simple. Each month I show readers how to turn crisis into opportunity.

It's not a risky penny stock letter or a boring utilities income letter. Instead, I travel the world to find opportunities with huge upside, but that are safe enough for my own dad to buy.

I don't make picks just for the sake of picks ... but **only** when I find a good one! And I sometimes interview company CEOs or other top management or elaborate on a company already in my portfolio.

Of course, when there's a buy or sell recommendation that can't wait, or some movement up or down ... we send out a special alert. And I also do a

weekly roundup email and maybe an occasional video from exotic locations I travel to.

**FI:** I know you've told me before that your dad actually subscribes to your letter and buys the investments you find. We'll talk more about that in a moment.

We know you just got back from Hawaii. And visiting so many places has been your "secret sauce" for averaging such large gains over the years ...

I hope you don't do it on a motorcycle, like Jim Rogers?

**CM:** Nope, I choose to fly ... and yeah, in researching ideas for my *Capital & Crisis* readers, I've racked up well over 600,000 air miles by now – and I'm just getting started. But I do have quite a few stamps in my passport!

So, if there's a company I'm thinking of recommending, after I research them thoroughly ... and I need more information ... I go check em out in person. I'm definitely not just a desk-jockey!

Anyone can research on the Internet these days and find some pretty good information – depending on the source and their biases. But I almost always talk to the CEO or CFO of ANY company I'm considering. My goal is to get the FACTS about a company, from the inside.

But, as I've shown you ... **the greatest opportunity in a few generations is in real estate. And there ARE ways for the little guy to profit.**

I'm convinced that anyone who goes into this with an open mind can create a comfortable life ahead – it's THAT good!

**FI:** Yes, even with all the debt problems and other economic catastrophes – there's always a deal somewhere in the fallout!.

As we've discussed, the developed countries, like the US and Europe are suffering from an enormous debt crisis right now. But, meanwhile, many emerging markets are in a boom market.



In fact, in your newest book, *“World Right Side Up,”* you talk about how Western dominance is actually a new phenomenon -- and that the East, namely, China and India, held this status for thousands of years – and now, it’s their turn again.

How do you see this playing out and how should investors take advantage of the huge buying opportunities in the East – without following the herd off a cliff?

**CM:** First of all, investors should take advantage of ALL buying opportunities -- wherever they exist in the world. So, there are STILL opportunities in the U.S., as we discussed earlier, and also in Europe because of their crises– one after another! But Asia (as you mentioned) is definitely going through its own “Industrial Revolution” right now ...

Just in the last decade or so, we see the East catching up with the West! It’s only natural. But China and India aren’t the only countries advancing ... Cambodia, Colombia and Mongolia are also very interesting.

There are many cases where countries aren’t on the public radar, yet, but there could be GREAT investment opportunity hiding there.

So, I do my homework – I look at countries, trends and the individual companies that stand to benefit.

(Cut to footage on China’s bustling cities and an agriculture shot of corn fields. Shot of Viet Nam, Cambodia, S. Africa):

**CM/VO:** Simply put ... many of these emerging markets have more money to spend and they’re moving to the cities. So more housing must be built to accommodate them.

(Back to Chris on camera):

**CM:** So, yeah, there’s enormous opportunity to invest in these emerging markets. And because of all the growth, there will always be more demand for real estate everywhere!

**Investors have to look at the whole world to know what's happening – to know WHERE and HOW to invest.** There are some interesting things going on in Cambodia, South Africa, Nicaragua ... and many other places besides China!

And in June, I was in Mongolia! You may ask, “Why on earth, would you wanna go to Mongolia?”

**FI:** OK, so why would you?

**CM:** Well, it was a pleasant surprise – just beautiful! And investing opportunities abound!

In Ulaanbaatar (UB), the capital, I met with three of the four largest banks, the largest beverage company, the largest cement company, the largest broker and three different real estate companies

This place is bursting at the seams – too many people, too little real estate. So, I'd say one of the biggest themes here is ALSO real estate. Move over China ... and make room for Mongolia!

**FI:** So, another real estate discovery there, too?

**CM:** Yeah ... the capital of UB was designed for 600,000 people and there are about 1.4 million living there now. Half the population is not connected to the grid and have no water or sewage.

They also don't have enough electricity and not even enough hot water! It's actually known as the 'coldest capital city in the world.'

It has a lot of challenges, but as one real estate tycoon I met said, **“Challenges are opportunities.”** And we know how true that is!

I met several investors and even a former member of parliament! The biggest existing investment story in Mongolia is mining. Others are livestock and agriculture.

**Cut to Pictures ...**

CM/VO: Here's a picture of ChinggisKhaan and me. As you see, the Mongolians spell it differently than you're used to seeing it ...



ChinggisKhaan and me! (English spelling is Genghis Khan)

Next Picture ...

CM/VO: This is a "ger." It's the home of a family that still lives the nomadic lifestyle. But note the satellite dish and solar panels!



The traditional “ger” ... nomadic lifestyle, with modern technology!

(Back to Chris in the studio)

**CM:** I talk a lot about Mongolia in a third report I’ve compiled called, *Frontier Markets: How To Make A Fortune From The World Turning Right Side Up*.

This report, like the US and EU real estate reports, comes **free** with a trial subscription to *Capital & Crisis*.

Inside, I reveal how to setup a 16% bank account in Mongolia and talk about one growth group I'm recommending to my readers and one I'm keeping a close eye on.

The one I'm recommending has a great CEO! He went to Mongolia in 2010, looking for investments for his hedge fund – and was so impressed with the Mongolia opportunity, he started his own company to better capitalize on it!

He and his management team and directors own a third of the stock. They own real estate and insurance. And I like that he's ignoring mining because it's in great demand now, while real estate is undervalued – so they can buy cheap, renovate and rent them. They've bought well-located residential, retail, office space and land -- right in the heart of the city.

There's no debt, and prices and rents are **rising 5 – 10% every month!** They're seeing double-digit yields and double-digit rates of capital appreciation on the property portfolio.

The current share price is a little under \$4 and my buy recommendation is up to \$4.50. I suggest taking a small position for now, with a limit order.

The CEO is the driver, and I've spoken to him several times. He's smart and honest -- and focused on creating share value for the company ... and on long-term, not short-term gains. He thinks like an owner because he is one, with 20% ownership.

To be clear, this is a speculative story. So, it's not for everybody. But, if we've learned anything as investors, surely we've learned that **the ONLY time to buy anything is when it's undervalued and cheap before everyone else catches on**. And when we know there is a growing demand. Mongolia has it all – in spades! This is a company that could be worth ten times what it is today in a decade's time. But ... the time to BUY is now!

ALL of this will be included in the free report on Frontier Markets.

**FI:** Who would have thought even 10 years ago, we'd find great opportunity in Mongolia! Any other frontier markets you're looking at, Chris?

**CM:** Oh yes, there are so many. I talk about them, extensively, in my book, "*World Right Side Up*," that our viewers will also get, along with all the reports.

They'll learn about plays in Cambodia, Colombia, Viet Nam, Nicaragua and many more -- too numerous to mention

(FI looks directly into camera):

FI: Again, you'll learn about all these specific opportunities in the free report, ***Frontier Markets: How To Make A Fortune From The World Turning Right Side Up***. And you can request your free copy in just a moment, by simply requesting a risk-free subscription to *Capital & Crisis* research letter.

(Back to looking at Chris):

**FI:** Chris, can you explain to everyone watching how, exactly, you go about whittling down these opportunities?

**CM:** Well, when I'm evaluating a company to buy, it has to pass my CODE test. It's a system I developed that keeps me on the straight and narrow!

**FI:** Can you explain?

**CM:** Sure, you can think of the CODE as my "Dad Test." The goal is to find something good enough for my Dad. I never want anyone I know to lose their capital on any of my recommendations. If readers think I'm too strict, after they start, that's OK ... **I'd rather lose half my readers than half my readers' money!**

But my C.O.D.E. is a filtering system I use that helps me separate the wheat from the chaff. I use my CODE to evaluate a company as if it was being sold

privately – before I even think of recommending it to my readers. If the company I’m looking at doesn’t pass the CODE test ... it won’t make it into my portfolio. Period.

If I wouldn’t recommend a stock to my Dad – then I sure won’t recommend it to my readers! Because my Dad’s looking for low risk, and I think that’s what most individual investors want, too.

So, each letter in the CODE system stands for a filter.

The ‘C’ is for cheap ... no surprise there! There’s no use investing, unless you’re gonna get a good deal.

“O” is for owner-operators ... this may be a surprise to many ... but it simply means the guys in charge have a meaningful stake in the business. Look at Apple, Walmart and Charles Schwab ... each of these super-successful companies had an entrepreneur behind it that owned a big stake in the firm – Steve Jobs, Sam Walton and Charles Schwab.

Add to that list, Hewlett-Packard, Microsoft and Intel in their glory days ... all owner-operators!

I think this is the easiest thing you can do to improve your investing – buy ONLY companies in which the management team owns at least 10% of the business. That’s one of the BIG reasons I chose the real estate opportunities I’ve told everyone about today ... their top management owns a lot of the shares.

**I never recommend a company that is not owner-operated.**

The other two letters are also ALWAYS used to evaluate companies before I EVER recommend them to readers. But, I’m not going to reveal them here. Of course, each one will be spelled out in the special report!

**FI:** Can you give us an example of the CODE system in action, please?

**CM:** Glad to ... I’ll just mention one company we bought in April, 2009 – because of its long-term prospects – and that’s Methanex (MEOH:nasdaq).

Due to EPA crackdowns on greenhouse gases and China's strict fuel-efficiency standards, methanol is the main alternative fuel in China!

The stock was Cheap, Owner-operated with a top-flight management team, who had worked together for a long time.

It had returned about \$1 billion to shareholders by way of dividends and buybacks and had reinvested \$1 billion in the business. And it was a very SIMPLE business to understand.

So we bought quality assets at a deep discount. We had a good team, with a solid track record. And ... it had increased its dividend for SEVEN consecutive years!

We bought it at \$10.83 and sold half four months later for a **114% gain**. Not too shabby. And we just recently sold the other half for a **190% gain**. This is the kind of profit potential I always try to bring to my readers.

**FI:** Your CODE, or "dad test," helps you choose specific safe investment opportunities. But just as important, it helps you avoid risk, too, right?

**CM:** Exactly. In the *Capital & Crisis* model portfolio, I have the kinds of stocks that fit my CODE – and what they produce are **EXTREMELY** necessary for both the US economy, China and other emerging markets.

Using my CODE, I would have safely steered investors away from things like the big banks that blew up in 2008 – and the fly-by-night companies that seduce investors with good stories, but don't have any actual revenues.

**FI:** If readers are interested in learning how to apply your CODE system, what do you suggest they do?

**CM:** Well, as mentioned, I'm gonna give them my 4-letter secret CODE, so they can use it as their holy grail – just like I do.

I'm confident that once viewers start using my CODE system, they'll never look at investing the same way again.



And like everything I've told you about today, viewers can claim a free copy of my secret CODE when they agree to try my *Capital & Crisis* letter and see if they like it. Risk-free.

I know it'll be VERY helpful for everyone to better understand how to invest like a dealmaker – how to evaluate a whole company; not just look at the stock price.

It'll help folks to see WHY we honestly have a once-in-a-lifetime opportunity to invest on the backside of the real estate bubble – IF you're looking to safely produce income, with the potential to at least double your money.

And, it's all spelled out in my free report on the CODE.

**FI:** Chris, I just want to make sure everyone knows they can request all of these incredible reports you've written especially for them, in just a few minutes.

But before that, let's talk about your long-term track record. Cherry picking a winner here and there is nice. A lot of newsletter writers do that. But tell us how ALL your picks have performed over the years?

**CM:** Well, I'm happy to say that if you had invested in all the plays I recommended readers open and close, during the last two years, you'd have seen 42% average annual gains.

That's enough to turn a \$10,000 investment into over \$1 million in 20 years. Even the big Wall Street firms, or companies like Warren Buffett's Berkshire Hathaway, haven't averaged those type of annual gains. So I think that makes a pretty good argument FOR the real estate opportunities I told you about today!

**FI:** Wait, that would beg the question... because your track record **IS** so good -- why don't you manage money? In fact, even professional money managers use your insights to help with their strategy. Let's hear from just a few of the MANY professional money managers, who've written you ...

(Cut to text card, with several testimonials to be read in different voices):

“Chris Mayer beautifully blends his extensive, explicit and tacit knowledge of the world to share captivating stories of optimism and opportunity around the globe.” ~Frank

“I have encountered Chris Mayer in far-flung locations from Colombia to Cambodia, mixing enthusiastic curiosity with analytical acumen to unearth exceptional opportunities for his readers.” ~Douglas

“I use Mayer’s letters to get original and well-researched ideas for my clients. I use a variety of Agora services, but I use more of Chris Mayer’s ideas than anybody else’s.” ~Craig

“We know and like Chris Mayer and consider his investment analysis to be sound and thorough and in line with our general thinking about how to invest in a special situation or in any other situation for that matter.”  
~Chris & Joe

“... I find Chris Mayer’s writing to be very thoughtful and rational, without being promotional or self-serving. He thinks and writes like a true investor, with a value orientation and an appreciation for owner-driven companies that can create wealth over time ....”~Ken, a former money manager, now a private investor.

**CM:** Yes, I’m flattered by these comments – but to your question of why I don’t manage money ...

If I managed money ... I’d be giving up a lot of freedom to research what I want and to recommend ONLY what passes my CODE -- and I couldn’t travel to look at the companies I want to check out – when I think it’s warranted.

So, doing what I do, I get to work for my readers – and no one else.

That’s why I travel so much ... I look at all different kinds of investment ideas that tie to something BIG happening in South America, Asia, Africa – and even Europe. I’ll tell you ... I wouldn’t know the extent of the real

estate opportunities we talked about, if I weren't free to travel when it's warranted.

And my readers get a leg up on these BIG ideas ... and make a LOT of money ...which makes me happy.

**FI:** Let's hear from one of your readers, who's obviously very happy with how you've helped him ...

**VO:** (Another voice reads it, while we show it on the screen.):

"I've been a subscriber for a couple years now and admire your talent and passion for learning, travel, research and investing. It's been an enlightening and literally enriching experience.

Your analytical talents combined with your historical knowledge and perspective seem to give you the ability to find great deals and to have navigated some very treacherous investment waters with success. From where I sit, that's no small feat these days.

It also appears to me you've got great instincts for when to hold 'em and when to fold 'em. It's been a marvelous thing to observe and benefit from. I believe you have a special talent that I assume radiates outward and creates benefits for untold numbers of people. A wonderful thing. A rare privilege.

I have subscribed to various newsletters for decades, and I think Capital & Crisis is an unparalleled stock advisory newsletter, in part because it has so much more depth and soul and scope than most stock advisory newsletters. Also I feel there is a humility and an intellectual honesty that you bring to it.

Thanks for the guidance, and I wish you good health and continued good fortune in all things.

Charlie B, from Georgia

FI: Here's what another reader says...

(Cut to this testimonial on screen): AW/VO:

Chris,

Regarding Chart, I bought 500 shares on 2/11/10 @ \$15.65 for a total of \$7825. In late 2010, I sold 230 shares to recover my initial investment. The remaining 270 shares were valued at \$18,465 on 2/29/12.

I'm still sitting on it. I think it's called "greed"!

Lee

And one highly respected fund manager told us why he subscribed to your research...

(Cut to text card, as FI reads):

"Looking for new ideas, and I like how Chris thinks. He's the Jim Rogers of my generation, without the ego."

FI: Good that you don't have HIS kind of ego!

CM: Nope, I just research any ideas I want and go where I want to check out companies all over the world – so I really enjoy my lifestyle! And I get to work out of my home ... so, what's not to like?

Could I make more money doing something else? Oh sure ... Not long ago, I turned down a \$950K position at a large bank's money management arm ... it wouldn't allow me to follow my passions. And it could present a possible conflict of interest, so ... no go!

And a while back – because I'd recommended a little company, they offered to let me in on their private placement at less than \$2 per share

after I recommended the stock. I declined, of course, because – that just wouldn't be right.

The CEO was a little shocked and said: “Wow, a newsletter writer with integrity. You are a rare breed.”

I did leave a lot of money on the table ... the stock hit \$6 per share already.

But ... it's all worth it for me because I get to live a simple life, doing what I love and helping **my readers** make a lot of money. Oh, and I do get paid ... don't get me wrong!

**FI:** So, let's recap all these great reports you've prepared for our guests, watching the show today, and HOW they can get their hands on em ...

(Cut to text card, as Lauren reads the following):

**FI: When you agree to a one-year trial subscription to Capital & Crisis today...**

- You get a copy of US Real Estate: How to Cash-in on Distressed Properties, without Fixing a Single Leaky Faucet.
- You also get a copy of the report on the European Asset Sale: How to Grab Your Piece of Europe's Fire Sale of the Century.
- And the report called, Frontier Markets: How to Make a Fortune From the World Turning Right Side Up
- You'll profit from the famous CODE: The Four-Letter Secret to Great Stock Picks.
- And you get an autographed copy of Chris' book, “World Right Side Up.”

(Back to studio, to FI, as she says to camera):

Now, here's what I mean by 'risk-free' ...

With this trial, you have a 100% Money-Back Guarantee through the last day of your Subscription. Every penny. No questions asked.

A one-year subscription to *Capital & Crisis*, by the way, normally costs just \$149.

Is it worth it you may ask?

Listen to what these readers had to say... (Cut to text card, as AW reads):

On your recommendation, I bought 3,000 shares of APL at \$4.50 and sold at \$8.00 for a \$10,000 profit on a \$13,500 investment and got a \$450 dividend. ~ D Bishop

I got a 261% gain on GPOR. Would have made even more if I had waited for your sell recommendation but couldn't help myself. Thank you. Paid for my subscription and a river cruise down the Snake River. ~ Joe

(Camera back to FI, as he looks directly into camera):

**FI:** I think you'll agree that most people would gladly pay \$149 for a subscription that could net a \$10,000 profit.

But today, through this trial offer, viewers won't have to pay \$149.

A one-year, risk free trial subscription is just \$99.

If viewers would like to save even more money, they can opt for a two year subscription ... (Cut to text card, as FI reads the following):

- You get a copy of *US Real Estate: How to Cash-in on Distressed Properties, without Fixing a Single Leaky Faucet*.
- You also get a copy of the report on the *European Asset Sale: How to Grab Your Piece of Europe's Fire Sale of the Century*.
- And the report called, *Frontier Markets: How to Make a Fortune From the World Turning Right Side Up*.

- You'll profit from the famous CODE: The Four-Letter Secret to Great Stock Picks.
- Then you get autographed copies of both of Chris' books "World Right Side Up" AND also "Invest Like a Dealmaker" -- Valued at \$39.95 and \$29.95.
- 100% Money-Back Guarantee – through the last day of your Subscription. Every penny. No questions asked.

And the two-year offer costs just \$159. A \$50 savings!

(Back to studio to FI/Chris):

**FI:** Chris, I've saved one of the best parts for last. Want to tell readers the special bonus we've reserved for them?

**CM:** Yes, along with *Capital & Crisis*, I write an elite, higher-priced level service called *Mayer's Special Situations*. This is a more sophisticated service that I reserve for my smaller plays.

We normally sell *Mayer's Special Situations* for \$995 per year.

But when readers agree to a one or two year subscription to *Capital & Crisis* today, I'm throwing in a two month trial of *Mayer's Special Situations*, too.

We've NEVER done an offer like this before. And I doubt my publisher will let me do it again!

So, when our guests agree to a risk-free *Capital & Crisis* subscription today, they'll get everything we just mentioned, **PLUS two months** of my elite *Mayer's Special Situations* service.

**FI:** Well, it goes without saying, I know... but this is some really nice information you've prepared for our viewers today, Chris.

(FI looks directly into camera):

**FI:** So, to get started, simply click the "SUBSCRIBE NOW" button that just appeared beneath this presentation.

When you click, here's exactly what will happen...

First, you'll be taken to a secure order form. It'll look like this. **DESIGN**

**NOTE: SHOW THE ORDER FORM ON SCREEN.**

Simply fill out your name, address and order information. And once you click "continue" you'll see a confirmation page that looks like this. **DESIGN**

**NOTE: SHOW THE CONFIRMATION PAGE ON SCREEN.**

Here's where the fun starts. You'll be able to download all your special reports, and get started with the real estate opportunities immediately.

You'll be added to Chris' special member's only mail list, too. And in a day or so, you'll start getting *Capital & Crisis* issues and e-alerts that look like this. **DESIGN NOTE: SHOW THE E-MAILS ON SCREEN HERE.**

That's all it takes. Just a simple process, really. After that, Chris will do all the stock research his readers have come to expect. And readers can live their lives, knowing they'll be getting the safest opportunities available that could double their money each year.

(Camera includes FI and Chris):

**FI:** Well, that's about it. It's been a pleasure, Chris. But before we go, is there anything we didn't cover that you'd like to add?

**CM:** Just that I'd be honored to welcome more readers of my *Capital & Crisis* letter -- and hope everyone enjoys the books and reports -- and also their trial to *Mayer's Special Situations*.

(Camera includes both, with FI looking into camera, saying):

**FI:** And thank you ALL for being with us today. I hope you've found some benefit from getting to know Chris Mayer -- and learning **HOW** he does **WHAT** he does and **WHY** his readers trust him.

Again, click on the '**Subscribe**' button below and you'll be taken to a page where you can decide which subscription is right for you.



As always, you get our 100% guarantee! If you're not happy for any reason – even up to the last day of your subscription – you can cancel and get a full refund. We stand by our publications and insist on your satisfaction.

Thank you for spending this time with Chris Mayer and me today! I hope it was as informative to you as it was for me. (Show some interchange between interviewer and Chris here.)

Thanks so much – and have a profitable day. Here comes the button!

**SUBSCRIBE NOW!**

## **CAPITAL & CRISIS**

**YES!** I want to take advantage of Chris Mayer's Capital & Crisis ... and get every monthly issue. I can expect it to be jam-packed with a pick (only when he's found a good one), a re-recommendation, if there's more to say. Or a featured company of interest and sometimes an interview with a CEO of a company Chris is watching or has recommended.

**I'll** also get weekly email updates, which may be a breaking news story, an interview or maybe a travel or position update. But, it'll always be interesting.

**And** when Chris is exploring great opportunities for us in far-flung places, he may even send me a video of his exploits ... that puts me right in the middle of the

action.

**Oh yes,** I'll also get to read ALL new reports that Chris writes and be alerted first when/if he writes a new book.

**My Reports** -- Within five minutes of filling out this form, you will e-mail me the following reports:

**Research Report #1: U.S. Real Estate: How to Cash-in on Distressed Properties, without Fixing a Single, Leaky Faucet.**

**Research Report #2: How to Grab Your Piece of Europe's Fire Sale of the Century.**

**Research Report #3: Frontier Markets: How to Make a Fortune From the World Turning Right Side Up.**

**Research Report #4: CODE: The Four-Letter Secret to Great Stock Picks.**

I understand that I'll also receive a 60-day, free trial to *Mayer's Special Situations*.

(box) I choose a One-year subscription (12 monthly issues) that normally costs just \$149.

But through this invitation, I'll pay only \$99.

And I'll also get an autographed copy of Chris' newest book, "*World Right Side Up*," sent to my address below.

OR ...

(box) I choose a Two-year subscription (24 monthly issues) that normally costs \$209. But through this invitation, I'll pay only \$159.

And I'll also receive **two** autographed books, by Chris Mayer: "*World Right Side Up*" and "*Invest Like a Dealmaker.*"

Either way, I know that I'm fully protected by my 100% satisfaction guaranteed, risk free offer.