

# Reliant Real Estate Management Investors Appreciate the Benefits of IRA Investing

For Reliant Investments, LLC, IRA investing in its fast-growing brand of self-storage facilities represents an important part of its investment landscape. According to Kris Benson, Managing Principal, about 15-20% of the company's investment equity comes from individuals utilizing tax-advantaged retirement accounts. "People tend to have two or three projects with us, and they let the money work for them over the years, which is when IRA investing can make a lot of sense," Benson explains.

Reliant Investments is a subsidiary of Reliant Real Estate Management, which currently owns over 50 facilities in seven states. According to Benson, self-storage is an asset class that has outperformed many other types of real estate asset classes and has shown evidence of downside protection in the last recessionary cycle. Reliant focuses on value-add type properties in secondary and tertiary markets across the Southeast. Reliant funds the acquisition of new properties by forming an LLC, enabling accredited investors to participate in the equity side of the project through a syndication.



Kris Benson

Using IRAs to invest in shares of Reliant's LLC can provide several advantages, according to Benson. "First, investors are maximizing their tax-deferred plans with what's often a large pot of equity they're not using, and second it gives them the opportunity to diversify their portfolio with a non-correlated asset like commercial real estate."

The majority of Reliant's IRA investments are made with funds that have been rolled over from existing tax-advantaged accounts, he notes. "IRA investing gives accredited investors access to equity accounts they aren't necessarily thinking about," Benson says.

Reliant includes information on Self Directed IRAs in all of its investment materials, and Benson makes a point of mentioning it in conversations with investors because many aren't thinking of taking advantage of the equity they have in an existing 401K or other retirement account.

Benson typically recommends Equity Trust Company to investors interested in using IRAs to invest, due in large part to the high levels of service he receives. "Online account management portals are nice, but when you get 8 or 10

investments going at the same time, you can't replace having a single point of contact and that's what we get with Equity Trust," he says.

**For more information, visit [www.EquityInstitutional.com](http://www.EquityInstitutional.com), or [www.reliantinvestments.com](http://www.reliantinvestments.com).**

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