

Business Connection

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Business Spotlight

Providing the unique opportunity of land banking to individuals

Brad Warren is a land banking consultant with Velur Enterprises, Inc., a 40-year-old land investment company that specializes in protecting and enhancing their buyers' retirement portfolios.

"I help patient investors buy pre-developed land in the path of growth, hold it for seven to 10 years, and then eventually sell it to developers for three to seven times the return," said Warren.

He says this is a longer term, buy and hold type of investment to diversify a portfolio from the ups and downs of the stock market, and builds generational wealth. Ideally,

investors will use a dormant or underperforming IRA or 401(k) to buy the land.



Brad Warren
Velur Enterprises, Inc.

The core competency at Velur is providing the unique opportunity of land banking to individuals as a long-term real estate equity investment.

Warren says the research they do at Velur before they even purchase the land is unequalled in the industry. In fact, because of their stringent criteria,

they only purchase one out of every 30 properties they see. The parcel is completely mitigated to reduce the risk to the investor. Plus, their three free after-purchase serv-

ices are completely unique and not offered by any other land banking company.

Warren became an investor in March of 2014, and he and his wife now own 10 properties and control over 1.7 million square feet of land. He joined Velur Enterprises as a licensed real estate salesperson in February of 2018. Warren became the number one referral partner before being offered his position with Velur, based on his passion and dedication to their land banking model.

"I also pay a 2% referral fee to any Chamber member who refers friends, family, or colleagues to me who wind up buying a property," said Warren. For more information, contact Brad at brad@bradwarren.com or 510-537-0107.