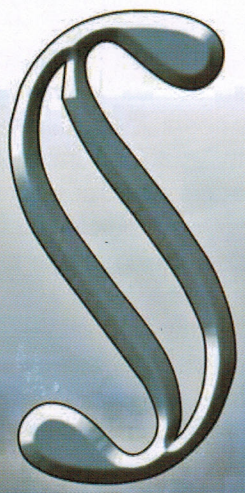


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Jordan Wirsz
Diamond Bay Investments, INC.



“heavy hitters” in the business and aviation world. “I enjoy surrounding myself with people whom I admire and respect...Being around great and like-minded people is an important part of my personal growth,” Wirsz said.

“Diamond Bay Investments primarily deals in first trust deeds with a few seconds, on a case-by-case basis. By using a customized loan-to-value calculation, demanding a significant borrower’s stake and shrewdly evaluating his ability to repay the note, Diamond Bay secures low risk returns of 10 to 13 percent on first deeds and 14 to 18 percent on seconds for its investors,” Wirsz said.

Of course, for investors to earn those mouth-watering returns, borrowers have to be willing to pay them, a fact not lost on Wirsz.

“These services are expensive, and borrowers pay a price for it, but they’re vital services to homeowners and developers who have to move quickly and have to use creative financing,” he said. “We help people and provide a crucial service. We can help people with poor credit bail out of foreclosure if there is significant equity in the property. The key is that we’re fast and we’re flexible. It is a ‘win-win’ for the borrower, and the investor. We won’t make a loan if we are not absolutely convinced that it is in the best interest of the borrower and the investor.”

For example, he explained, if a person has trouble making his mortgage payment, Diamond Bay can structure a loan where the mortgage interest is prepaid for 12 months. That can buy him time to establish a mortgage payment history to help rebuild his credit, or it can give him a year to find a

that Diamond Bay can close a loan in as little as five to seven days with loan amounts ranging from \$10,000 to \$6 Million.

We’re not going to loan money to finance 80 percent of a commercial project, for example, because commercial values are so subjective. We look at the borrower’s stake in the property. A deal may fit the profile of properties we like to invest in, but if they want 100 percent financing, it’s not for us because if the owner can’t come up with a down payment, there’s a good chance he won’t be able to come up with the loan payments. And if he runs into financial trouble, he has very little to lose by walking away from the deal and leaving us the property...Which under our standard guidelines, is not such a bad thing. When we consider a deal we look first in the equity in the property. And second, we look at the borrower’s ability to repay the loan.

The loan-to-value, or equity position of the property, provides added security for investors. For example, the company may set a maximum loan of \$60,000 for a \$100,000 parcel of land. If the borrower can’t repay the debt, the investors of course won’t get paid. But Diamond Bay would foreclose on the property and the investors would take possession of a \$100,000 property for which they “paid” only \$60,000 which then could be sold for full value.

Of course, if the judgment that the borrower will be capable of repaying the note is correct, investors simply reap the returns inherent in the hefty interest rates. The ability to pay goes hand-in-hand with the borrower’s stake. A person who invests a \$1

million down payment on an office building, financing the rest with a trust deed from Diamond Bay, would, of course, do everything in his power to make the payments and avoid foreclosure and loss of his initial investment.

million down payment on an office building, financing the rest with a trust deed from Diamond Bay, would, of course, do everything in his power to make the payments and avoid foreclosure and loss of his initial investment.

Diamond Bay Investments, Inc. accepts investments from \$25,000 to multi-millions. Wirsz believes trust deeds are perfect for most investors. Young people saving for retirement can use trust deeds to take advantage of compound interest; older investors like trust deeds because they’re passive secure investments and don’t require constant monitoring like stock market investments do. The company can also handle investments made in self-directed IRAs.

“Trust deeds are lucrative, require little monitoring by the investor and are, most of all, safe,” Wirsz said. “I get my adrenaline rush from flying, not from business.”

For more information please call (702) 254-9303 or visit us at our new office, located at 6212 W. Desert Inn Rd., Las Vegas, NV. 89146. (Desert Inn just West of Jones)



pursuing his dreams. It was at that time, too, that his interest in flying developed into an obsession. At a time when many boys his age are starting to think about newspaper routes to save up for a six-year-old Ford Escort when they turn 16 and get their driver's license, Wirsz's dream was a bit different.

"I decided I wanted to buy a helicopter," he said matter-of-factly.

But ever the realist, he knew a Sikorsky was out of the question, so he set his sights on a home-built craft. On the Internet he found one he liked, but the price tag - \$55,000 - was a bit out of his range. Contact with the craft's owner, however turned out to be a lucrative one for Wirsz. Learning his correspondent was just 14 years old and needing to move the helicopter, the owner offered Jordan \$2,500 if he could find a buyer. After an extensive marketing effort, he did just that, and earned his first commission. The experience led Wirsz to a career as an aircraft broker. It also started him on the path to high finance. Or so he thought.

"I took the whole \$2,500 and invested it in unleaded gas

options in the commodities market," he explained. It wasn't long before I had turned my \$2,500 into about \$6.32, and decided I'd better keep brokering aircraft."

Lesson learned, Wirsz's love of flying really, uh, took off. He moved to Florida to live with his father and took jobs cashiering at Wal-Mart and jockeying gas and washing and waxing airplanes at a local airport to pay for flight school. "I would get to the airport at 6 in the morning and not leave until 9 at night. But it was something I really loved to do. It wasn't a grind at all. I was fortunate to have had parents who allowed me to finish high school through home study, otherwise, I

wouldn't have been able to manage my 15 hour work days," Wirsz said.

He soloed at 16, earned his private pilot, instrument and multi-engine instrument licenses at 17 and his commercial pilots license at 18. His aviation avocation led him to open a pilot supply store on the Internet. He sold it when he decided he wanted to fly for a living. At age 18, he went to work as corporate pilot for an engineering firm, flying and staying in hotels three out of every four weeks, and earning \$22,000 per year.

Wirsz takes up the story:

A friend who lived in Las Vegas was commiserating with me over my situation and low pay. They very industry I had dedicated my life to was

cranking out the mortgages and earning a six-figure salary. I was young. I was pulling a great income. I should have been on the top of the world, but the job just wasn't fulfilling. It was a complete dead end.

He found that more and more, his contacts in the lending industry came to ask about trust deed investments. The further he dug into the subject, the more he discovered that there was great demand for these types of investments and that they offered lucrative returns in comparison to traditional investments. He soon quit the institutional loan racket and founded Diamond Bay about a year ago, with the modest dream of becoming the largest hard money lender in the country.

So far, so good. "I studied other successful companies to learn how to get my company to that level," Wirsz said. "We're well on our way, having developed great rapport with major backers. We have a great reputation and have made it a priority to set the bar for reputable private money lenders."

Diamond Bay grosses seven figures per year



"Wirsz flying in Hawaii, after a U.S. Military C-5A transport aircraft flew Jordan and his aircraft to Hawaii for a military airshow."

trying to set me up for a life of poverty and hectic travel schedules which would surely put a stress on any family life I wanted to have. I had invested in some trust deeds in the past, and my friend suggested I come here and learn the trust deed business. So five years ago, I loaded all my possessions in a 1994 Dodge Intrepid that had to have the heater running all the time to keep it from overheating. I came to Las Vegas scared out of my wits, but I quickly went to work as mortgage loan officer working for commissions only. Within three months, I was the company's top producer. During this time I studied the hard money business, all the while

and a huge expansion looms on the horizon. At present, Diamond Bay is licensed only in Nevada, but is in the application process to become licensed in four more states. Wirsz, the company's only shareholder, has long-term plans as well. While taking his time to ensure broad-based, incremental growth, making sure the firm is structured properly and solidifying the niche it has carved for itself in residential hard money as well as commercial and land loans under about \$6 million, he eventually desires to take his company public. Although Jordan has a humble demeanor, you will find that he runs with some of the city's and nation's most influential

Diamond Bay Investments: Flying High

By Scott Smith

Photography By
The Portrait Factory

With his passion for putting his performance airplane through stomach-wrenching gyroscopic tumbles and blood vessel-constricting negative G-force dives, you might call Jordan Wirsz an adrenaline junkie.

When the president and chief executive officer of Diamond Bay Investments, Inc. isn't handling multi-million-dollar trust deed deals from his Las Vegas office, he flies the Diamond Bay Extra 300L aircraft in aerobatic competitions and exhibitions.

Wirsz's German-made craft, built of strong, lightweight carbon fiber and fiberglass, is capable of pulling positive and negative 10 G forces – a strain on both plane and pilot.

"It's a physically challenging and unforgiving sport," Wirsz said. "But it's my ultimate passion. It's what drives me. I fly the most high performance aircraft in the world over some of the most breathtaking locales in the world. Pulling 10 G's is like being hit in the chest with a sledge hammer, with my body weighing 10 times it's normal weight. I am so fortunate to fly such an incredible aircraft...It can roll more than once per second, and climb over a half mile straight up (vertical) to the wild blue sky. Nothing gets my blood flowing more."

One of his favorite tumbles involves revolving the yellow-and-purple plane on an axis formed by the wings, which are perpendicular to the ground while traveling on a vertical up-line.

Just don't confuse his thrill-seeking in the cockpit with his demeanor in the executive suite. Wirsz has strict rules against flying by the seat of his pants when it comes to directing his clients into real estate trust deed investments. But does he ever "take a flier" on a loan?

"Never," said Wirsz, who is in his early 20s. "When it comes to our investing

strategy, there are no gut feelings. The numbers and analysis have to prove that the deal is a sound one. "Some people may look at my age and question my experience level, but they may not realize that I've been in business for almost decade. If I was only investing my own money, I might look at an applicant, decide I like him and want to help him out with a loan. But it's not my money I'm dealing with. I take it very seriously. I'm investing other people's livelihoods...Ten's of millions of dollars of people's livelihoods. It is a huge responsibility, and I take it very serious."

While most of the money Diamond Bay invests belongs to clients, the company also takes positions in some deals, unusual in the trust deed industry.

"I started in this business as an investor, and I'm still an investor," Wirsz said. "We put our money where our mouth is. We believe in what we do, and it shows our clients that we feel comfortable in the investments ourselves, that they offer strong yields and that they are safe. These are legitimate investments; they are not if-come types of deals."

Exhibiting wisdom beyond his years, Wirsz said he realizes his precociousness can be a double-edged sword in the business world.

"Sometimes my youth works to my

advantage when potential investors hear about my successes in the 10 years that I've been in business, especially given my youth. It pumps up my ego when people are impressed with the hard work that it took to get to where I am at such a young age, and I am proud of it" he acknowledged. "But it also can work to my disadvantage when people equate my age with experience, ability and knowledge." Truth be told, many of Jordan's clients wouldn't trust anyone else to do such a great job helping them invest and borrow. "I am known as the 'can-do man' because I do what I say. When I commit to an investor or a borrower, I always come through. My reputation is vitally important to me. Handling our business with integrity is not an option...It is a requirement," Wirsz added.

Wirsz realized from a very young age that he craved success and that nothing would be presented to him on a silver platter. He said he grew up in a lower-middle class household.

"I've always had expensive tastes. And I grew frustrated when I looked around and saw how we were going without the luxuries of life, and many times, the necessities of life" he said.

As he entered his teenage years, he decided that he was going to do something about his financial situation and make the first move toward



Listed from left to right:

Carla Hohn - Account Executive, Debbi Burrows - Chief Compliance Officer, Jordan Wirsz - CEO, Richard Frockt, Kayla Davis - Assistant VP and Richard Pike - Investor Liason