

# Billboard Lease Purchase Program



Wall Murals



Squares



3-D & Extensions



Spectaculars



Rooftop

## Turn the lease income stream on your billboards into cash you can reinvest today.

The Billboard Lease Purchase Program is a unique, innovative program created by MC Realty and marketed by NAI ReStore to provide billboard landlords the opportunity to liquidate lease assets and reinvest capital into their core business or other investment opportunities. The billboard lease income stream and area rights underlying the billboard are purchased for a cash lump sum, enabling you to monetize and collect the full value of those leases today. The Billboard Lease Purchase Program offers top valuation, tax savings, the opportunity to reallocate funds, and it provides a unique capital source for future investment opportunities.

## How the Program Works

Billboard lease purchase prices typically range between 8 to 10 times annual cash flow, depending on various factors. Once a purchase price is agreed upon, escrow is opened with a national title insurance firm and the lease agreement is assigned by creating an easement to the buyer. Most transactions can be closed within 30 to 60 days. Closings are standard and are similar to real estate purchase/sale transactions, including title, recording, pro-rations and the like.

## Advantages to Selling:

- The sale is made on an all cash basis with no financing contingency.
- The sale is made through a permanent easement and is treated for IRS purposes as a real property transfer and therefore qualifies for a 1031 exchange.
- The income currently received in rent is taxed as ordinary income. Whereas a sale is considered a capital asset and therefore taxed at a capital gains rate on the proceeds. This is substantially less than ordinary income tax rates.
- You still own the real estate and can sell or lease it to anyone excluding the billboard rental stream and the area directly underneath the billboard (unless it is a rooftop billboard, in which case just the area of the roof under the billboard is encumbered by an easement and all other area is available to be sold or leased).

Please provide us with a confidential copy of your lease(s) for a free evaluation and offer. We are prepared to execute a confidentiality agreement to evaluate your location

### To learn more about our services, contact:

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