

Atlantic City and Bella – Poised For Great Appreciation

If you own an investment property, we invite you to consider the substantial benefits of investing in Bella and taking advantage of the I.R.S.'s 1031 Exchange Rules. Simply put, the 1031 Exchange allows an investor to sell an asset (often real estate) and then re-invest in a similar asset within a certain time-frame - and defer any tax gain on the original sale. This often enables an investor to sell an asset that has fully appreciated and purchase another asset that they believe has better future appreciation potential –without suffering any adverse tax consequences. That's where Bella comes in. Atlantic City is one of the last remaining resort bargains in the Country. It is poised to explode with literally billions of dollars of new investments coming to the City in the next few years. Bella is well poised to lead the way. Factors that point toward great appreciation at Bella include:

- Bella sits at the doorstep of the recently announced \$2 billion resort casino being planned by Morgan Stanley;
- Due to a spike in construction costs, any future high-rise residential development in Atlantic City will be much more expensive to build, and therefore, will have to cost significantly more than a unit at Bella;
- On a per unit and square foot basis, units at Bella are significantly cheaper than down beach properties, which are selling for almost twice Bella's square foot price;
- Bella has high-end, resort-like amenities not found in other shore properties.

There are strict rules regarding the timing and nature of the 1031 Exchanges, so if you are considering such a transaction, we recommend that you contact qualified legal and accounting experts who have experience in this area. If you would like to further discuss the benefits of owning a unit at Bella, please contact us at (609) 344-8700.