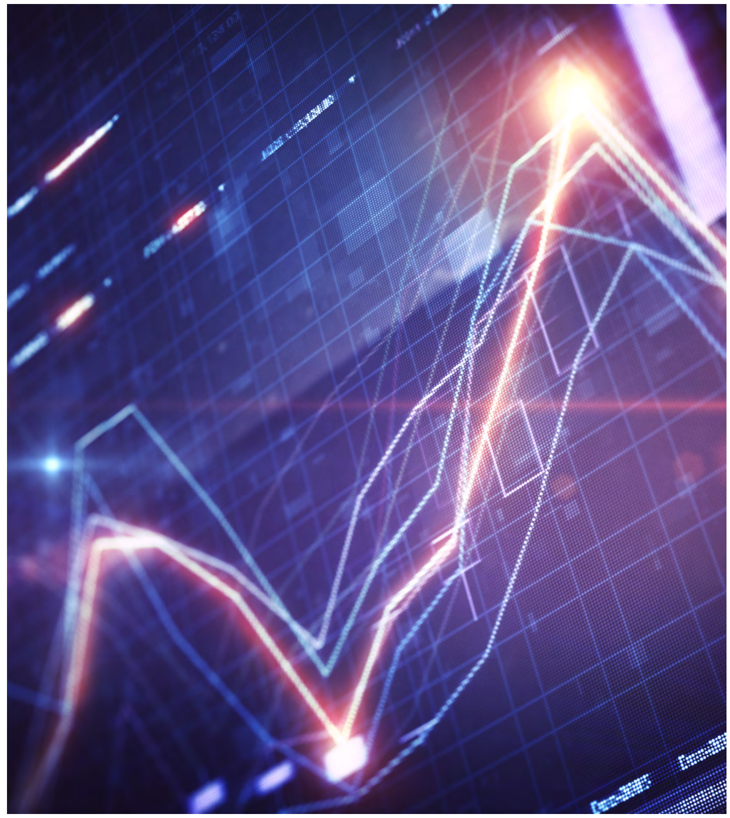
Using your IRA to Invest

As a leader in the custody of alternative assets, Equity Institutional (through Equity Trust Company) has a long history of expertise in the administration, financial reporting and documentation associated with non-traditional investments.

This allows investors to use tax-advantaged funds from Traditional or Roth IRAs to invest in private equity start-ups; using IRA funds for investments can provide several potential tax advantages.

Additionally, many people feel it's advantageous to diversify their retirement portfolio to include alternative investments, like private equity, in addition to traditional stocks, bonds and mutual funds.



Why is a custodian that Specializes in Alternative Investments necessary?

Not all custodians are able to hold alternative assets, particularly private equity. Equity Trust specializes in the custody and administration of complex assets, like private equity, and has extensive experience in the IRS reporting and detailed record-keeping associated with difficult-to-value assets.

Working with a qualified custodian in the alternative asset space, allows you to minimize the risks that could potentially jeopardize the IRS tax-advantaged status of your account.

Equity Institutional Makes IRA investing Easy

Equity Trust has been a leader in IRA investing in alternative assets, like crowdfunding campaigns, real estate and precious metals for decades. Our simple, streamlined process makes it easy for investors to open their accounts online, and deposit or transfer IRA funds into the account.

Our online account management tool gives you around-the-clock visibility into your account, and the ability to manage transfers, disbursements and bill payments.

With 40 years of experience in IRAs, 401(k)s and other retirement plans through Equity Trust, we specialize in dealing with the operational complexities of self-directed retirement accounts.

We proudly custody accounts from all 50 states and our clients trust us to be the administrator of their retirement assets.

As part of our first class service, we assign Investment Liaisons to every investment transaction. With our all-inclusive fee schedule, there are no hidden fees or surprise charges.

Questions? We're here to talk.

Call us at **855-621-9862** or email questions to Daren at d.michalski@equityinstitutional.com.

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