PRIVATE INVESTOR GUIDE

HOW TO MAKE *an Exit* AND MULTIPLY

THE MONEY SITTING IN YOUR BANK ACCOUNT

Everything you need to know on how to multiply capital through land investment in Gush Dan — Israel's central demand corridor — explained in plain English.

For investors with a capital of **₪330,000 and up** (~$100,000)

A GUIDE FOR THE AMERICAN JEWISH INVESTOR

Connection

מעגלי משקיעים

BEFORE YOU READ

A Word of *Warning*

This guide is going to be one of the most important things you read.

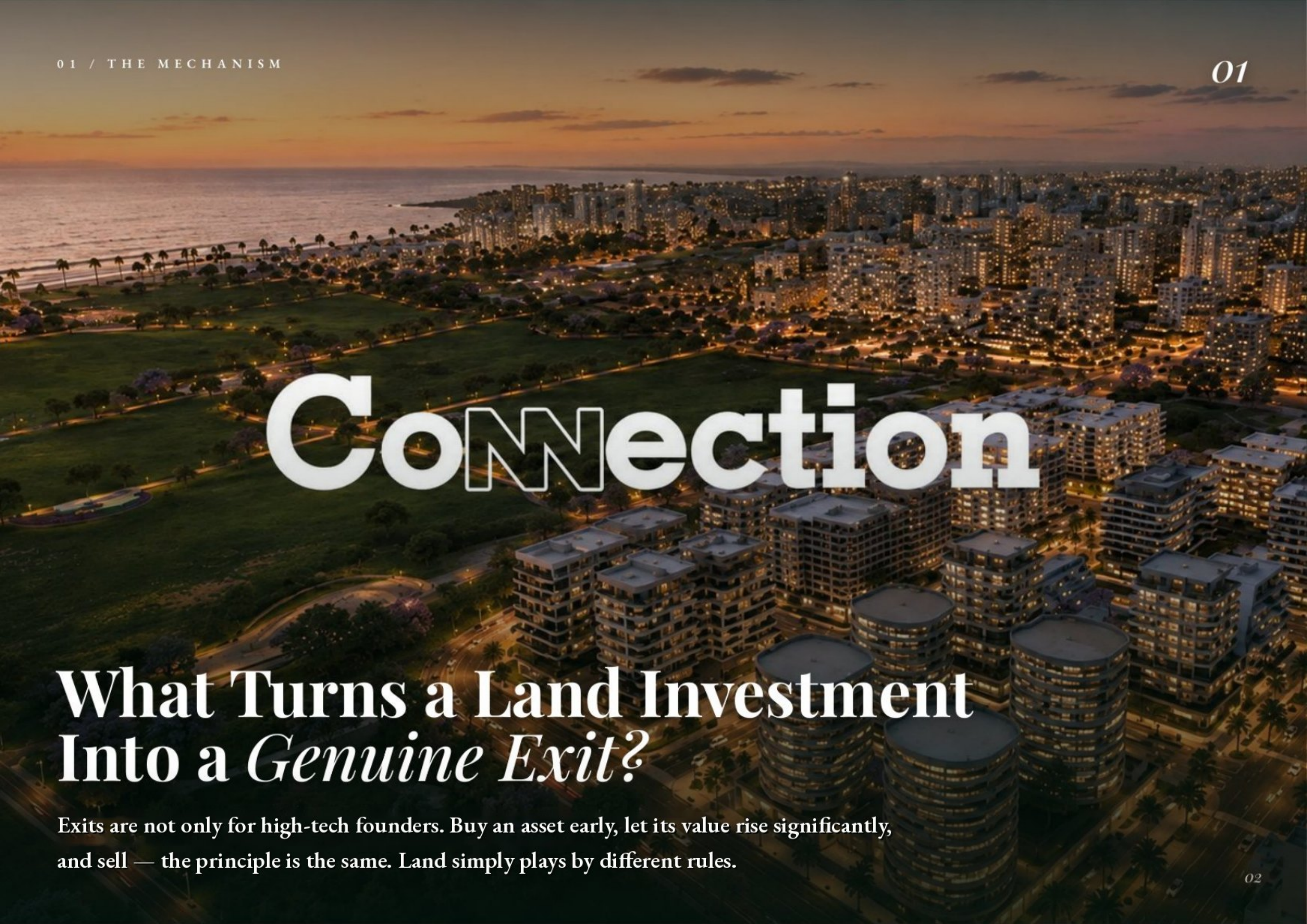
In this guide, you'll discover how smart investors generate exits of hundreds of percent — under the radar, and in a completely passive way.

What you're about to read here is not an "opportunity." It's a method.

A method that operates quietly, beneath the public radar, and leverages a planning process the State of Israel has already marked out in advance.

Part of what you'll discover in this guide

- What turns a land investment into a genuine exit?
- Which checks will help you stay away from land that will never amount to anything?
- How to identify land that is expected to multiply its' own value 2–3x within a short time?
- Why do you need a capital of at least ₪330,000 to enter a successful deal?
- Why is right now the best time to enter this investment?
- And — as an American Jewish investor — how do you own land in Israel, registered in your name, from thousands of miles away?



Connection

What Turns a Land Investment Into a *Genuine Exit?*

Exits are not only for high-tech founders. Buy an asset early, let its value rise significantly, and sell — the principle is the same. Land simply plays by different rules.

What Turns a Land Investment into a *Genuine Exit?*

When people say "exit," most imagine a high-tech founder selling a company for millions. But exits exist in every field of investing, and the meaning is simple: buy or develop an asset — and sell it once its value has risen significantly.

That asset can be a company, a stock, or land.

> *Unlike a company, land can never be worth zero or run a deficit. Land always has value.*

Israel's leading financial press regularly reports on exactly these kinds of land exits. A few examples that made headlines in TheMarker and Globes:

- Azrieli Group purchased plots in Holon from Lodzia — an "exit" of ILS 105 million for the Rotlevi family.
- Africa Israel acquired land for hundreds of apartments for ILS 135 million — the seller, Reality Fund, recorded an exit of more than ILS 100 million on land it had purchased.
- A plan for 230 new apartments was deposited in Herzliyas' industrial zone — an exit for the Nakash brothers and Meir Shamir.

The Big Picture

To understand what can turn a land investment into a genuine exit, look at the fundamentals: Israel is a small country with a rapidly growing population. Demand for housing never stops climbing — but the supply of privately owned land available for construction is running out, especially in the center of the country.

When we talk about land in Israel, there are two main types:

State-Owned Land

Land held by the Israel Land Authority (The state body that manages public land). The state does not sell this land; it only leases it, for terms of 49 or 99 years. In other words, whoever "buys" such land is not truly its owner — only a long-term tenant. If the state decides to advance a building plan on that land, it is the state that enjoys the profits. The leaseholder receives, at best, minor compensation based on agricultural value alone.

Put simply — you will not see a profit from land like this.

Private Land

This is land registered in the owner's name at the Land Registry — known in Israel as the Tabu — Israel's official government land registry, the equivalent of recorded title, and yes: It can be registered in the name of a foreign resident. The meaning is full and absolute ownership: You may sell it, pass it on to your children, mortgage it, and use it freely, without anyone's consent.

> *When the land appreciates in the future, the profit belongs to the landowner alone.*

Nearly all land in central Israel belongs to the state (93%) — and the state does not sell, it only leases. The only land you can truly acquire is private land (7%). The problem: Almost none of it is left, especially in the high-demand areas of central Israel. That is exactly what makes it a genuine opportunity.

But Not Every Private Parcel Is Worth *Your Money*

You must verify that the land has genuine planning feasibility. "Agricultural land" is a very broad term with several classifications — land designated for urban development, open rural recreation, nature reserve, forest, stream surroundings, and so on. Not all of them will ever be built on. Land with no development restrictions, however, will most likely be built on — and in the near future. This is exactly what a licensed land appraiser examines.

Looking at the data from Israel's founding until today reveals that land prices rise consistently — even without any zoning change or new plan. The reason is simple: every parcel that gets rezoned in the center further shrinks the remaining supply, which pushes up the value of all the land around it.

An Apartment vs. Land — Two Sides of the Same Equation

An apartment holds no hidden potential — it is a finished product. Prices may rise and the buyer may enjoy a higher paper value, but the apartment's price already bakes in the profits of the developer, the contractor, the landowner, taxation, and the planning consultants. The buyer pays full price after all the professionals have already made their money at his expense.

Whoever buys the right land is on the other side of that equation.

Land has enormous appreciation potential — both because less and less available land remains in central Israel over time, and thanks to the plans advancing on that land. The moment a building plan is published for a specific parcel, its value simply leaps upward (we're talking hundreds of percent).

It works on the same principle as buying an apartment "on paper" (pre-construction): you buy at an early stage, when the value does not yet reflect the future potential. Only that a pre-construction apartment yields single-digit percentage gains at best — while with land, the difference can be far more dramatic.

> ***Private land in central Israel can double or triple your capital within a short time — and if you continue through to construction, the profit grows even further.***

For the same reason as any exit — the earlier the stage at which you invest, the more you stand to earn. But in real estate it's a little tricky: there is temptingly cheap land in central Israel with no visible planning at all, where the risk and uncertainty are high and unpredictable.

This is the difference between an investor who chases trends without understanding — buying land where nothing will happen for a decade or two — and an investor who knows how to read the map, spot the opportunities, and invest in land the state has already marked for development (which is where the serious money is). Even then, every deal must be examined on its own merits: the price, who you are buying from, and which section of the development complex the parcel sits in.

The secret is not "buying land" — it's knowing which land to buy, and at what stage. Land investment is not a gamble. It's a strategy.

5 WARNING SIGNS THAT WILL KEEP YOU AWAY FROM LAND THAT WILL *Never Amount to Anything*

The worst thing that can happen to a land investor is discovering, after the purchase, that his land is worth almost nothing. Here is how to make sure that never happens to you.

The 5 Warning *Signs*

Disappointment happens when people don't check the basics — who owns the land, who is advancing the plans, what is proposed for construction in the complex, and what stage the planning has reached. Before you buy land, here are five red flags. If you see them — stop immediately.

1

Ownership That Isn't Private

If the land is not registered in the owner's name in the Tabu, but is held by the Israeli Land Authority — that's not a red flag. That's a barrier you simply do not cross.

When you buy state land, you are not the owner — you are a long-term lessee, usually for agricultural purposes. If planning for construction ever advances on that land, the state takes it back and pays you minor compensation at agricultural value only — tens of thousands of shekels per dunam (about a quarter-acre), with none of the upside. The main beneficiary is the state!

With private land in the Tabu, you are the beneficiary — you are the one making the exit. The first iron rule is sharp and clear: If the land is not private, it is not an investment. It's a long-term rental from which you will never profit, unless you are a farmer earning a living from agriculture.

2

No Local / District / National Plan Applying to the Land

You must examine the plans that apply to the land and its exact classification — through a licensed land appraiser. Plenty of agricultural land is sold with a dream — "one day a neighborhood will be built here" — but without a relevant zoning plan (a "TABA," Israel's detailed town-planning scheme) or any real planning, that can take decades, if it happens at all. If there is no plan, no planning process, and no state declaration on the land, the price must reflect the risk. And if the price doesn't reflect it — someone is probably trying to sell you a dream.

3

Future Expropriation Orders or Hidden Restrictions

Some parcels look excellent on paper — good location, good price — but a planning check reveals that part of the area is actually designated for a road, a nature reserve, a high-voltage line, or public space. In most such cases, walk away. (There are exceptions — for example, Metro infrastructure, where in some cases building rights are allocated despite infrastructure being built on or beneath the land.) Always verify there are no expropriations or restrictions hiding in the fine print.

4
A Location Outside High-Demand Areas

Land in Israel's periphery is supposed to be cheap — but it will almost never produce a meaningful exit. An example with real numbers, comparing the land component of an identical apartment:

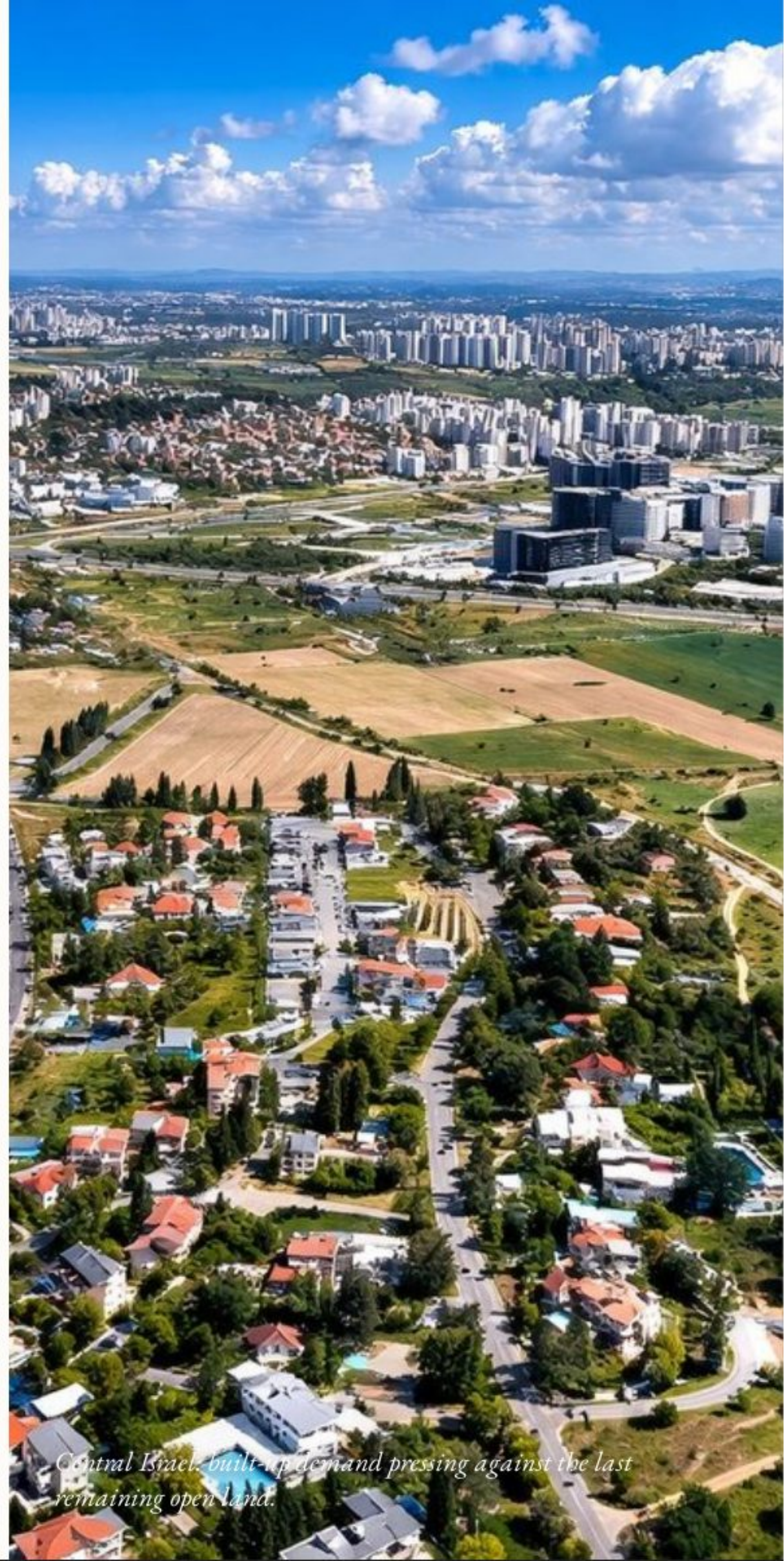
	Afula (periphery)	Central Israel
New 4-room apartment price	ILS 1.5M	ILS 3.5M
Construction cost	~ILS 1M	~ILS 1M
Levies	~ILS 200K	~ILS 350K
VAT	~ILS 230K	~ILS 500K
Land component	**< ILS 100K**	**ILS 1.65M**

> *That is why it pays to invest in the center: the land component is what matters most.*

5
A Price That Sounds Too Good to Be True

If you're offered land "in a sought-after location" at a price that sounds too good, with an amazing story that's all upside and no downsides — be careful and check. It's probably not the case.

Quality private land in central Israel with an advanced plan does not sell for ILS 50,000 or 100,000. If the price is too low, the land is probably not what they're telling you it is. It may be agricultural, stuck, or simply not designated for construction. When the price doesn't make sense — that is exactly the moment to ask questions, hire a licensed land appraiser, and take your time before buying.



Central Israel: built-up demand pressing against the last remaining open land.

How to Identify Land That Is Expected to *Appreciate* Within a Short Time

Whoever understands what happens behind the scenes of Israel's planning system can identify in advance where the next development will happen. These are the signals to watch.

How to Identify Land Expected to *Appreciate*

As in every field of investing, in real estate too — knowledge is what separates those who make a real profit from those who get left behind. With land it's even more pronounced: Whoever understands what happens "behind the scenes" of Israel's planning system can identify in advance where the next exit — or in our case, the next development — will happen.

That knowledge can yield hundreds of percent in profit, and beyond that, it gives you the ability to put your hand on a pristine, untouched complex before everyone else — at low prices and with boundless potential. So how do you identify land that's about to take off?

A VATMAL Declaration

The VATMAL — Israel's National Committee for Preferred Housing Sites — is the only planning body that operates on fixed, clear timelines: Typically, from the moment a plan is deposited, it takes 24 months to approve a detailed plan. When land is declared "Preferred housing land," it is a clear indication that the state has marked the area as a national development priority — the planning is genuinely in motion, and the state itself is pushing the plan's approval (the land's rezoning) forward.

> *The further the plan advances toward approval — that is, toward rezoning — the higher and higher the value climbs.*

A "Dira LeHaskir" Declaration

Dira LeHaskir is a government company established in 2014 to advance the planning of large, multi-owner land complexes, with the goal of increasing housing supply. When land is declared by Dira LeHaskir as a preferred complex for development, the land is expected to appreciate at a very fast pace.

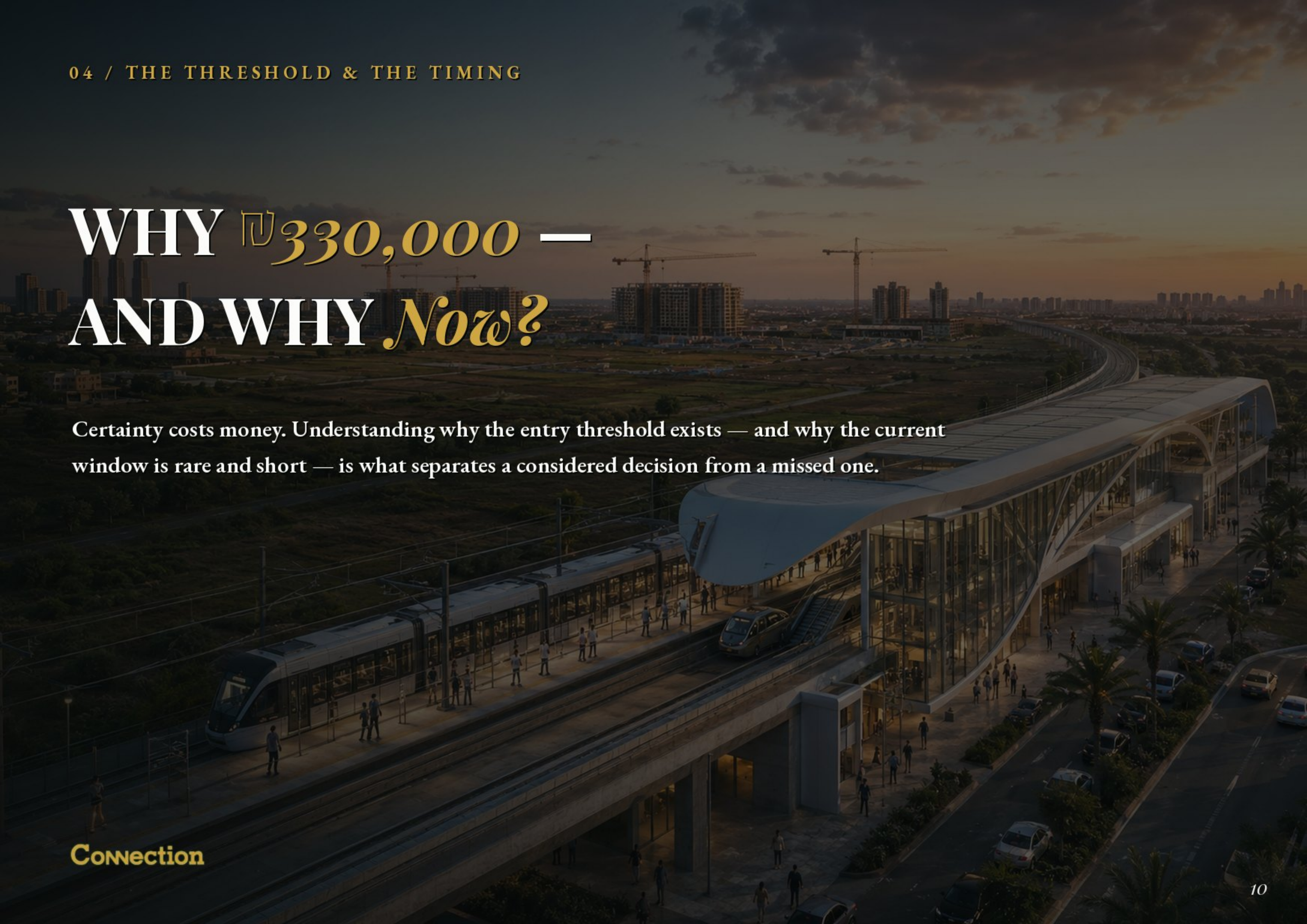
Proximity to National Infrastructure

TAMA 70 — National Master Plan No. 70 — is a recently approved national plan that can increase density (building capacity per acre) up to 4 times more than any previous plan allowed on the same land. Land located within the radius of the Metro lines (300–800 meters from a station) may be brought into plans under TAMA 70 — and those landowners will be pleased, to put it mildly. It is enough that the land sits within a station's radius; each complex and parcel must still be examined on its own merits, but this is an excellent example of land with enormous potential.

When These Factors Combine

When several of the above occur together — detailed planning (a TABA) has begun, the process is running under VATMAL, and Dira LeHaskir has declared the complex preferred for housing — the complex is most likely headed straight up without stopping. The wisdom is to catch the land's price at the beginning of the planning, before the hype hits.

> **This is no longer a "promise on paper" — it's a proven opportunity. When a national-level committee is advancing an area and the process is running on the VATMAL's accelerated track, the road to your next right deal is already paved. What remains is to examine each specific deal within the complex: whose name it is registered under, the price per square meter, whether a co-ownership agreement exists, and more.**



WHY ₪330,000 — AND WHY *Now?*

Certainty costs money. Understanding why the entry threshold exists — and why the current window is rare and short — is what separates a considered decision from a missed one.

Why You Need at Least ₪330,000 to Enter a Successful, High-Certainty Deal

₪330,000 (roughly $100,000) is the minimum amount that allows entry into genuine, quality deals with high appreciation potential.

> *Certainty costs money — and naturally, good land with real planning potential costs significantly more than land with no planning at all.*

This amount makes it possible to purchase land in central complexes, privately owned, with advanced planning and real security — not dreams on paper.

There is no shortage of advertisements today promising "Land in central Israel for ILS 50,000." Sounds tempting, right? But if it were really so, everyone would already be a millionaire. The land may indeed be good, with potential in the very distant future — but for at least the current decade, most likely nothing will happen there.

The moment land begins to move through the planning process, prices begin to soar. As the fog and uncertainty clear and the planning takes shape, the risk starts to fall, certainty crystallizes — and prices climb. You need to know the precise stage at which to invest: where the planning on the land is already sufficiently certain, yet prices have not yet peaked and do not yet reflect the full potential.

In short: whoever hunts for the cheapest price per square meter will, at best, wait years for the land to develop — if it ever does. Whoever seeks land with very high certainty, in an advanced and accelerated process, will pay more — but will meet success, and realize it, quickly.

Certainty costs money — and good land with real planning potential is priced accordingly.

Why Is Right Now the Best Time to *Enter?*

In the real estate market there have always been two groups of people. The first waits for "the right time to come" (from experience — this group is always waiting, and their right time never arrives). The second group acts when the time is already here. Today there is almost no doubt: That time is now — and it's even beginning to run out, as the inventory of land shrinks with every passing year.

Consider this: from Ness Ziona to Herzliya — how many open spaces can you name? It is one continuous built-up corridor. Ness Ziona connects to Rishon LeZion, to Holon, to Bat Yam, to Jaffa–Tel Aviv, to Givatayim, to Ramat Gan, and on and on. There is almost no vacant land left in central Israel — and what does exist is mostly already deep in an advanced planning process.

Three powerful forces are unfolding in parallel — and when all three happen together, a rare and short window of opportunity opens:

1

The Supply of Land Is Running Out

Almost no available private land remains in central Israel. Most land belongs to the state — and it is not for sale. Every private parcel that reaches the market is snapped up quickly, and the moment it enters a plan, its price leaps by tens and even hundreds of percent. In other words: Every month that passes, you simply pay more for the same opportunity.

2

The State Is Accelerating Planning

Israel's planning committees — led by the VATMAL — have been approving a record number of new plans in recent years. The government is encouraging massive construction to confront the housing crisis, and that means one thing: The state itself is generating the next wave of appreciation. Land that sat frozen for years is suddenly coming to life. Whoever enters now, before final approval, is the one who will profit.

3

The Markets Are Converging and Investors Are Seeking Alternatives

High interest rates have choked the housing market, bank deposits are worth almost nothing, and the stock market is volatile given the security situation and the state of markets in Israel and worldwide.

One more factor people underestimate: Population growth and positive immigration to Israel from around the world will keep demand permanently high. The Holy Land is very small — and no one can manufacture or import more of it.

In such conditions, smart investors look for a channel with a tangible asset — one that can always be sold and that will always rise, not only because of the planning, but because of enormous demand meeting the lowest possible supply. For all these reasons, the right land investment is the most correct, genuine, and worthwhile investment of these times.

What This Means for You — the *American Jewish* Investor

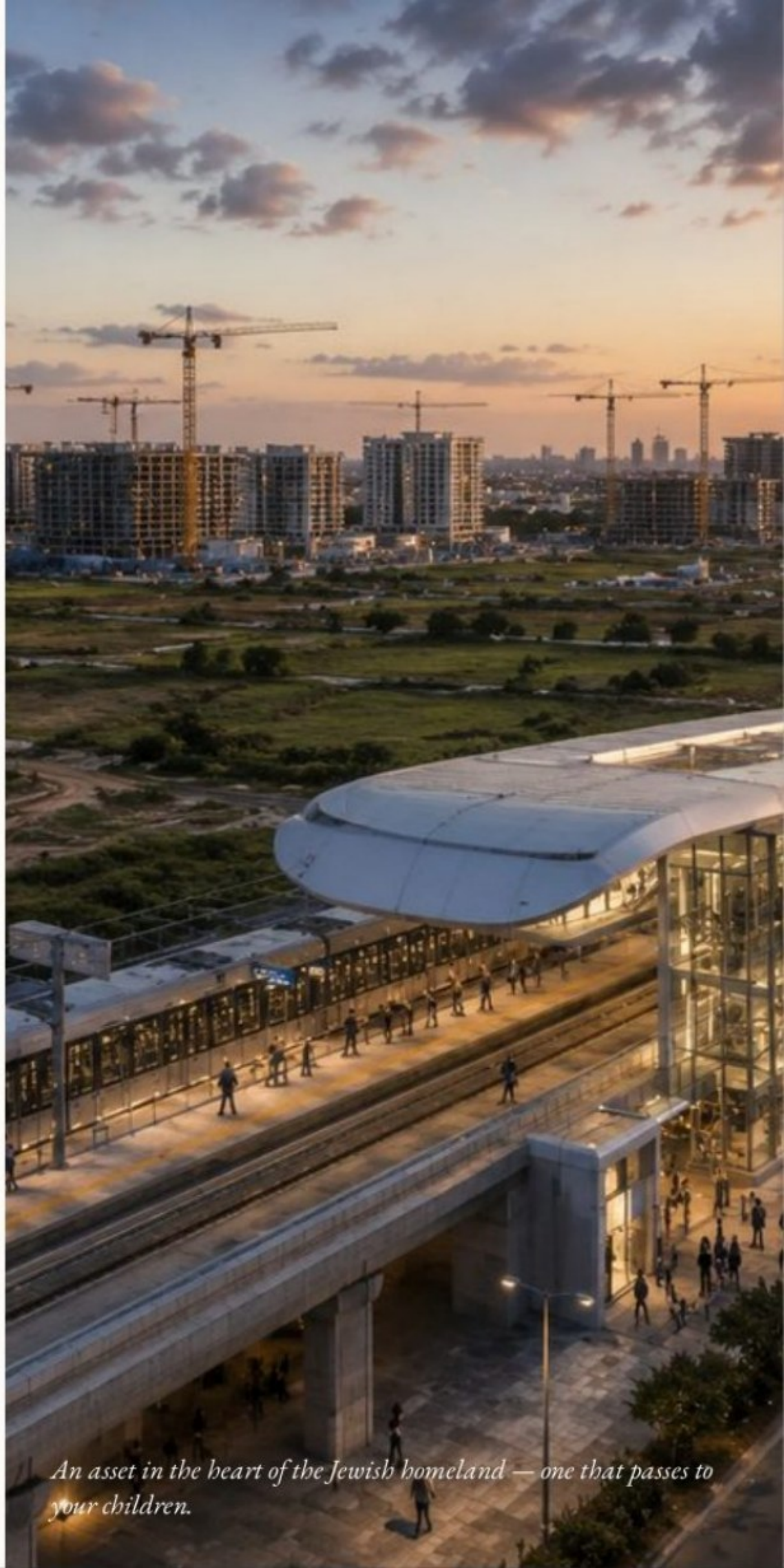
A tangible stake in Israel's future: full ownership registered in your name, an English-first process built for you and your advisors, and a team beside you from A to Z.

What This Means for You — the *American Jewish* Investor

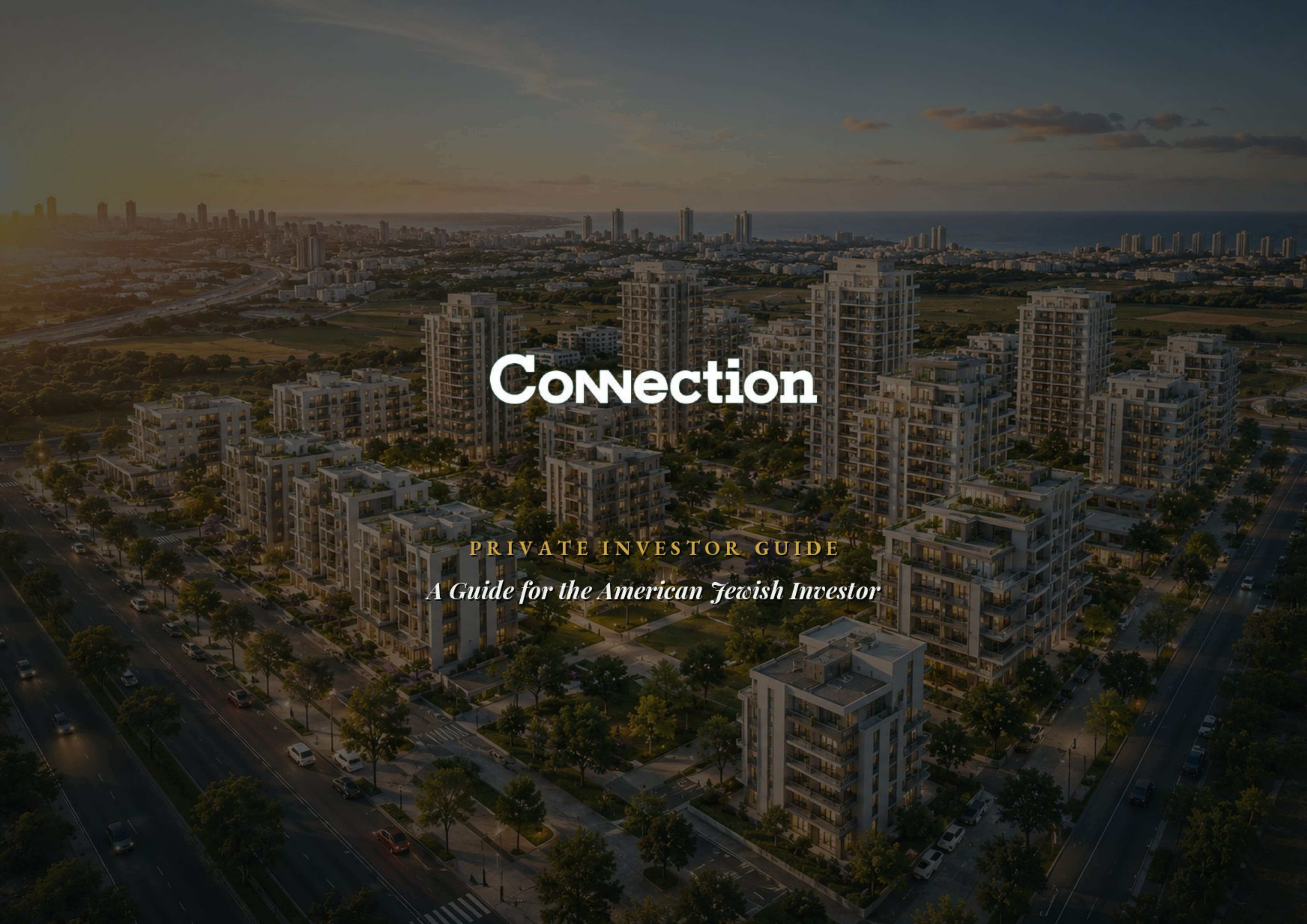
Everything you have read so far applies to any investor. But if you are reading this from New York, New Jersey, Florida, or anywhere else in the United States, a few more things are worth knowing:

- **Foreign residents can own private land in Israel** — full ownership, registered in your name (or your family's) in the Tabu, Israel's official land registry. Not a fund unit. Not a promise. A deed.
- **The entire process can be completed from abroad** — including remote signing and full legal accompaniment, with every document available in English for review by your own attorney and CPA. We encourage it.
- **Beyond the numbers, this is a tangible foothold in Israel** — an asset in the heart of the Jewish homeland that no headline can take away, and that passes to your children.
- **Two ways to win:** sell at the rezoning milestone and realize the appreciation — or continue through construction and receive a home in central Israel at a fraction of the market price.

> **Connection Group accompanies every investor from A to Z — from the moment of purchase, through full legal accompaniment and title registration in your name, until the day you meet your profit, or your key. To learn more and schedule a private consultation in English visit our website.**



An asset in the heart of the Jewish homeland — one that passes to your children.



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