



Subsidiary Companies of the



International Real Estate Equity Xchange

American Trade Cooperative

International Real Estate Equity Xchange (IREEX)

(www.ireex.com)

SUMMARY

The International Real Estate Equity Xchange (IREEX) is a fully licensed real estate operation contracted to provide services related to the American Trade Cooperative (ATC) (www.atcoop.com), and to act as a conduit to the real estate industry authorized to enter into agreements with real estate principals and practitioners and to provide affiliation agreements, training, certification and support. ATC is a financial services provider designed to make available to the U.S. marketplace services similar to those provided by Switzerland's WIR Bank Cooperative.

The WIR Bank Cooperative

The WIR Bank Cooperative is a Swiss trade and banking organization that has provided services to several sectors of the economy including real estate for over 75 years. Our company has spent several years developing a financial service using the Swiss cooperative (www.wir.ch) as a model. We are bringing a similar operation to the U.S.

Trade Credits

The major innovation brought by WIR and ATC is they both use a private, asset-backed, Trade Credit as a form of currency used, in conjunction with cash and other traditional forms of consideration, to increase transactions, cash flow and profits. The assets pledged as security for the issue of the Trade Credit are placed in a Trust.

The American Trade Cooperative

The Cooperative provides services to 2 main sectors:

1. Real Estate
2. General Commerce

1. Real Estate - Owners of Property that can best take advantage of the System have:

1. Substantial Real Estate Assets
2. A solid Financial Statement – High Net Worth and low Loan-to-Value Ratio
3. Creditworthiness
4. Liquidity
5. In A Disposition Mode and also in an Acquisition Mode
6. Being regularly engaged in the business of buying and selling investment properties

2. General Commerce - The Cooperative also provides services to the following sectors:

1. Construction
2. Manufacturing
3. Hospitality
4. Media/Advertising
5. Professional Services
6. Retail Commerce

Companies in General Commerce also qualify by being:

1. A B2B operation
2. Profitable, Creditworthy and Liquid
3. Having unused and unsold inventory and/or capacity and a desire to increase sales, cash flow and profits
4. Being able to use goods and services provided by other members of the Cooperative

The most important benefits provided by the Cooperative are:

- 1. A Credit and Financing Source**
- 2. A Method to Monetize Assets**

1. A Credit and Financing System

After being accepted a member establishes a credit line, secured by assets and personal or corporate guarantee, which becomes available as additional working capital for the member. The member acquires goods, services or property from other companies that also qualify for membership, using a combination of cash and trade credit while also offering to accept payment on similar terms for its own product, service or property.

If the Member does not use the line of credit there is no obligation, however, if the line of credit is utilized it becomes an interest bearing loan which is not placed on an amortization schedule and is not repaid in cash, but retired from the sale of the Member's goods, services or property on a part cash, part trade credit basis.

The Cooperative issues Trade Credits against the assets in the Trust, maintaining a balance between assets in the Trust and the currency in circulation, which ultimately protects the value of the Trade Credits.

2. A Method to Monetize Assets

Monetization is the conversion of an asset to a transferable form of money that can be used to purchase something else. Selling a property for cash is monetization. Until now, in the U.S. real estate market, the only way to monetize property is to sell it for cash and cash related instruments.

In Switzerland, the WIR Cooperative provides an additional method to monetize property through the use of a Franc-denominated Trade Credit, which is used, as part of the consideration, in real estate transactions.

This allows owners of property, including property with an established value but limited marketability such as undeveloped land, to pledge the asset to the Cooperative's Trust that issues the Trade Credits.

Conclusion

The Swiss cooperative has proven over an extended period of time that using an alternative credit and financing source is an excellent method to make the most of assets. The Cooperative generates 6 billion dollars in business annually and a full 19% of all Swiss businesses are members including 750 real estate brokers that are affiliated with WIR and are authorized to bring the services of the Cooperative to the marketplace.

We have taken particular care in creating a similar system that is in compliance with all legal, regulatory, taxing and market conditions in the U.S., and we have an agreement with a large national bank to perform required services in the operation.

The Principals of our company have 125 years of collective experience in real estate involving syndications and consolidations, master-planned communities' and other types of development, conversions, lending, land and investment sales, marketing and brokerage. For bios of our principals go to:

www.ireex.com/IREEX_Management.htm