



REAL ESTATE

For many families, real estate represents years of stewardship, investment, and careful planning. Whether it is farmland, rental property, commercial property, a vacation home, or undeveloped land, ***your real estate can be a powerful way to help fulfill the Great Commission.***

HOW DOES IT WORK?

Every situation is unique, but the process typically includes:

- 1 Share about your property and ministry goals**
Our team learns about the property and your vision for generosity.
- 2 Evaluate the opportunity**
Cru Foundation works with you and your advisors to review the property and discuss giving options to maximize benefits for both you and the ministry.
- 3 Give the real estate**
Ownership of the property is transferred via deed.
- 4 Ministry impact multiplies**
The property is typically sold, and the proceeds are directed to Cru ministries, missionaries, or a donor advised fund.

WHY GIVE REAL ESTATE?

The Cru Foundation team works with donors and their advisors to guide the process from start to finish, ensuring each gift is handled professionally and aligned with the donor's charitable goals.

When structured properly, a gift of appreciated property may:

- **Generate a charitable tax deduction**
Based on the appraised fair market value of the donated property.
- **Reduce or avoid certain capital gains taxes**
Donating property before sale may allow you to avoid capital gains tax on the donated portion.
- **Turn an illiquid asset into ministry impact**
Property that is difficult to sell or manage may be donated to support gospel work around the world.
- **Expand your generosity**
Many donors discover they can give more to ministry than they previously imagined through appreciated real estate.

PLEASE REACH OUT WITH ANY QUESTIONS. WE LOOK FORWARD TO SERVING YOU.



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www.crufoundation.org • hello@crufoundation.org
Accelerating the Great Commission through *smarter generosity.*

Cru Foundation provides information and assistance related to estate design and gift planning. Communications with our staff are not intended as, nor should they be construed to be, legal or tax advice and are offered for educational purposes only. You should seek legal and/or tax advice from your professional advisors prior to making any planned gift.