

Online Metrics: What Are You Measuring and Why?

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Meet The Team

Lorren Lee, President
 Born and raised in the south, Lorren is a hardworking, creative and energetic leader. He holds a Bachelor's Degree in Engineering and a Masters Degree in Management from FIU. Lorren worked and taught in the construction industry for 7 years. After working in the private world and in pursuit of his passion, he became a full-time Real Estate Entrepreneur. He currently invests in real estate through BLD Capital Group. He has worked with investors in Florida, Ft. and Dallas, TX. Lorren has led BLD Capital Group in 2014.

Joseph Palone, CEO & Founder
 Joe owns over \$40,000,000 worth of real estate in locations Dallas-Fort Worth and Central America. Joe grew up in Fort Worth and graduated from Texas Tech University. He currently splits his time between Dallas-Fort Worth and Central America. He has been a realtor in his home state since 2008 and prior to that, he was an agent and president at an award-winning advertising agency. He is also the host of the weekly, popular radio show, "Business Deal or Bust: Real Estate Investing Advice From America's Top Investment Gurus" on the National Commercial Radio Network.

QUESTIONS / ANSWERS

- What is the goal of the program? To provide a comprehensive overview of the program and its benefits.
- What are the key metrics? The program tracks several key metrics, including ROI, cash flow, and asset appreciation.
- What is the investment process? The process involves identifying opportunities, conducting due diligence, and securing financing.
- What are the risks? While there are risks, the program provides a structured approach to minimize them.
- What is the exit strategy? The program offers multiple exit options, including selling to a third party or refinancing.
- What is the support provided? Investors receive ongoing support from the BLD Capital Group team.

OUR INVESTMENT STRATEGY

- Identify Opportunities:** Utilize market research and local networks to find high-potential properties.
- Due Diligence:** Conduct thorough inspections and financial analysis to ensure value.
- Acquire Properties:** Negotiate offers and secure financing to acquire the property.
- Value-Add:** Implement strategic improvements and renovations to increase property value.
- Exit Strategy:** Refinance or sell the property to realize a profitable return on investment.

BLD Capital Group ROLES

Investors

- Find deals (agents and other methods)
- Review deals and identify opportunities.
- Make and negotiate offers.
- Coordinate with professional property inspectors.
- Pay attorney fees to create LLC and partnership agreements.
- Travel and perform due diligence on properties and market research.
- Hire and oversee property management company.
- Perform asset management duties.

Investors

- Equity for projects
- Mortgage approval (case-by-case basis)

OUR PROCESS

- Identifying a property that projects to meet our investor's goals.
- Place offer and negotiate sales price.
- Review the deal with our investors within 24-48 hours.
- Investors provide earnest money (100% refundable during due diligence period).
- Perform due diligence process (inspections, on-ground research, etc).
- Renegotiate offer based on findings during due diligence process.
- LLC agreement is created by attorney and signed by the BLD Capital Group team and our investors.
- Get financing approved and close on property.

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Real estate has consistently produced higher returns with a lower risk profile when compared to other asset classes.

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Real Estate, Stocks, Bonds, Cash/Savings

High Cash Risk, Equity Subst, Leverage, Home Asset, Low Advantage

Source: <http://www.caseboard.com/blog/2013/02/lessons-to-remember/>



U.S. population is significantly increasing. Of the total population growth between 2005 and 2050, 117 million people are attributable to the effect of new immigration.

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Source: <http://www.immigration.org/ice/documents/as/strategic/projections/USice>



The U.S. homeownership rate fell to the lowest in more than 50 years as rising prices put buying out of reach for many renters.

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Homeownership Plunge
Affordability is hurting first-time buyers

Source: www.caseboard.com



We are a nation of renters. And it will continue. Big Time.

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Source: RealInvestmentAdvice.com

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Source: <https://www.realcrowd.com/blog/2013/02/reasons-to-invest/>

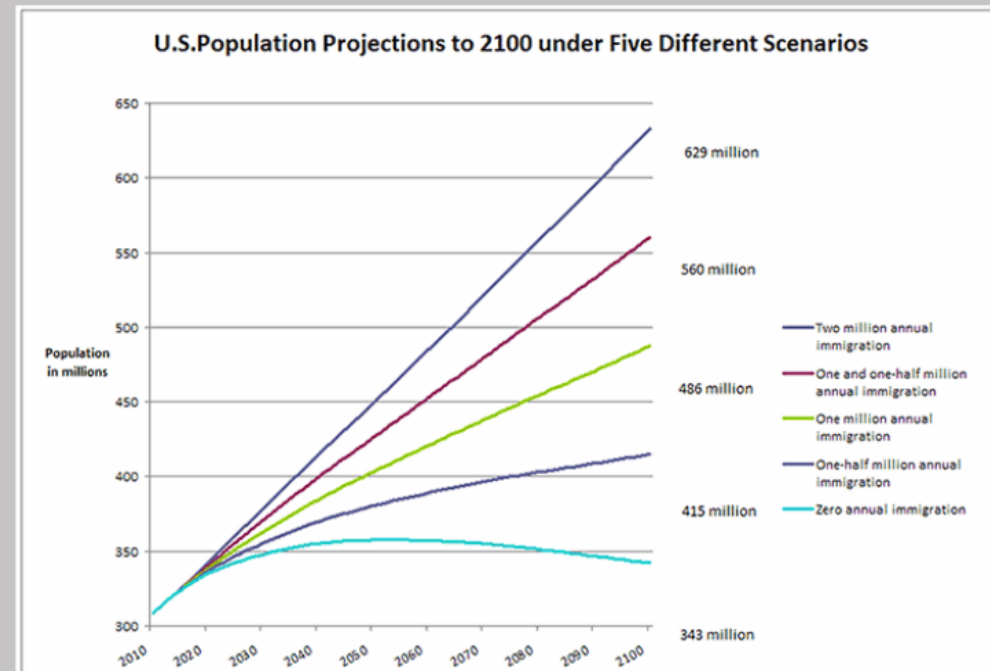
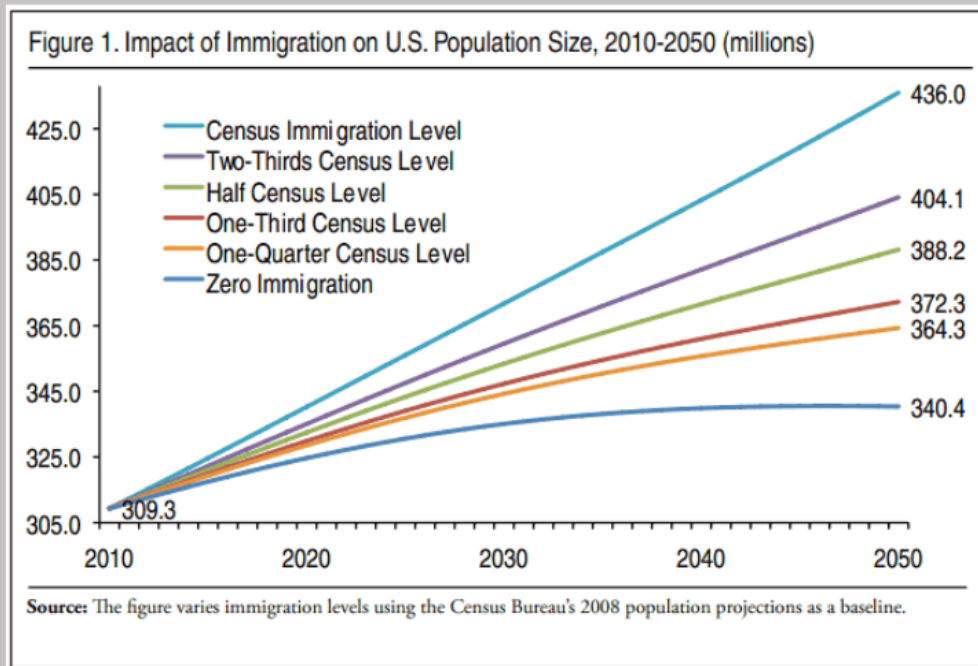
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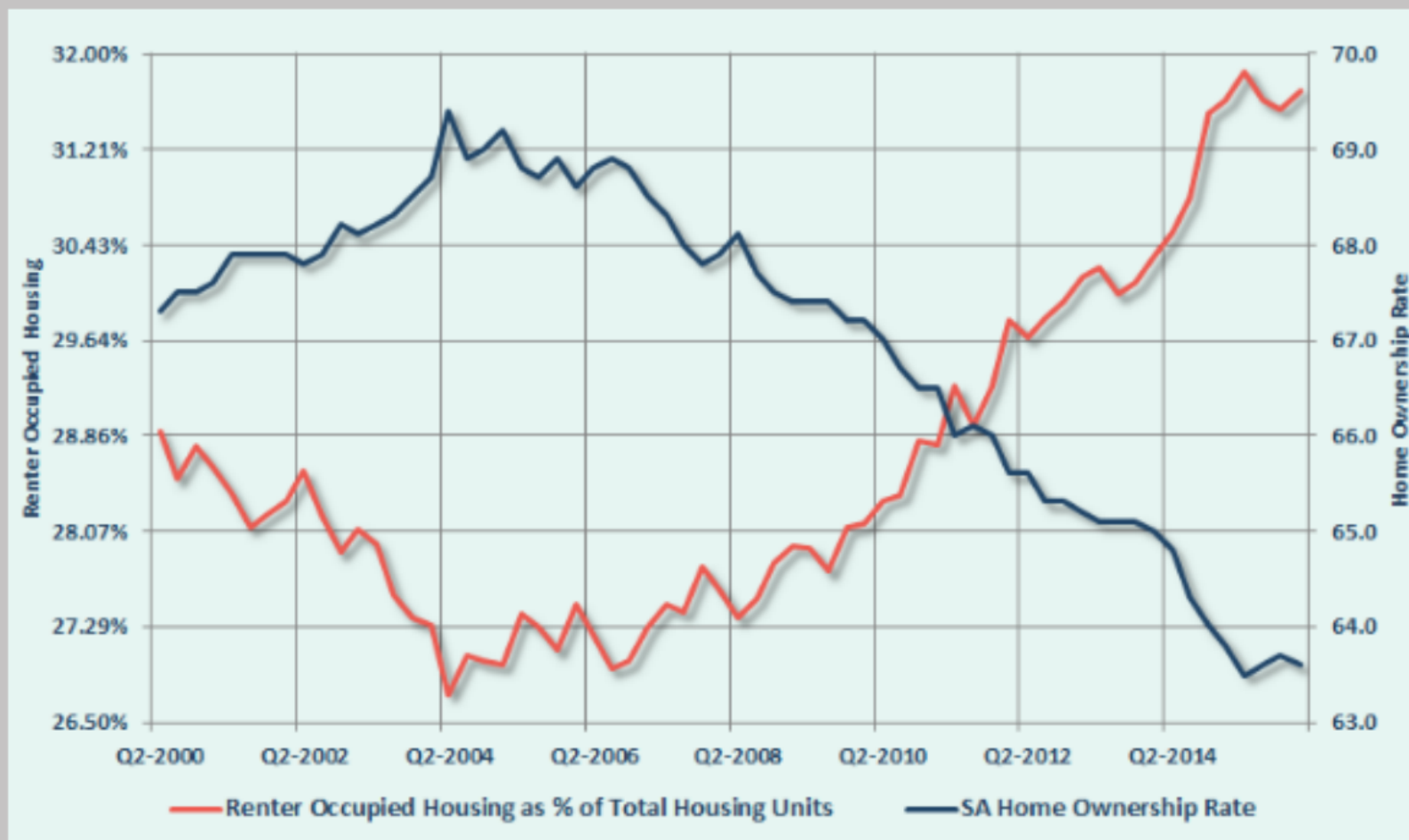
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Source: <http://www.immigrationeis.org/eis-documents/us-demographic-projections-future>

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Source: Realinvestmentadvice.com



TARGET MARKETS

BLD Capital Group focuses on the acquisition of multi-family properties in MSA's (Metropolitan Statistical Areas) with three main characteristics:

1. Growth of Real GDP – The MSA must not only be growing, but this growth must be consistently above average.
2. Low Vacancy Rates – Ideally less than 7%
3. Moderate Cap Rates – MSA's that have average to slightly higher than average cap rates allow us to show attractive returns to our investors from day one.

Other Considerations:

- Submarket must have high barriers to entry and a population growth sufficient enough to absorb scheduled future supply.

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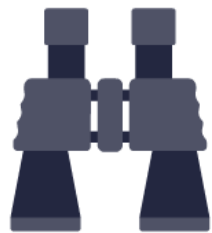


INVESTMENT ID AND ANALYSIS

Identifying sound value-add investment opportunities with excellent revenue growth potential is one of the primary goals.

Advanced market research from a high level in combination with a detailed bottom-up analysis of the properties and due diligence process allow us to uncover the underlying value of every potential investment opportunity.

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100

Sourcing



30

Underwriting



10

Offers



1

Acquisition



ACQUISITION

At BLD Capital Group we consider and implement creative acquisition strategies:

- Direct purchase with commercial financing
- Master Lease with Option to Purchase
- Seller Financing
- Joint Ventures
- Others

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