



**STRATEGIC  
PROPERTIES**  
Better Life.

# ABOUT US

The Strategic Properties mission is to create a Better Life. For us, that means prioritizing our residents and team members with ongoing community programs that respond to their needs and interests translates into higher satisfaction and retention. We improve the value of the properties entrusted to SP by implementing efficient preventive and reactive maintenance programs and attracting the best quality residents in the market. Strategic Properties's innovative remote back office structure provides seamless integration between dedicated members from our corporate marketing, leasing, maintenance, rent collection, and accounting areas that work for and with our on-site teams providing an unparalleled customer service bandwidth and quality along with operation efficiency that translates into higher satisfaction for residents and better results for our properties and owners. That's the Strategic Properties philosophy in action.



2,600 units under management  
600+ owned by main partners



32 Virtual Assistants



30 Years management experience  
Properties across South Florida, Georgia,  
Texas, and Missouri



10 BPO experience  
With senior staff that travels regularly to  
the USA



## The SP difference

We know what it's like to be in your shoes. We're owners too. Our leadership's years of experience give us a solid foundation to grow

# 70

Multifamily properties acquired, financed, managed, acted as receivers, and sold for private investors

Including ourselves in more than 40 properties

# 20k

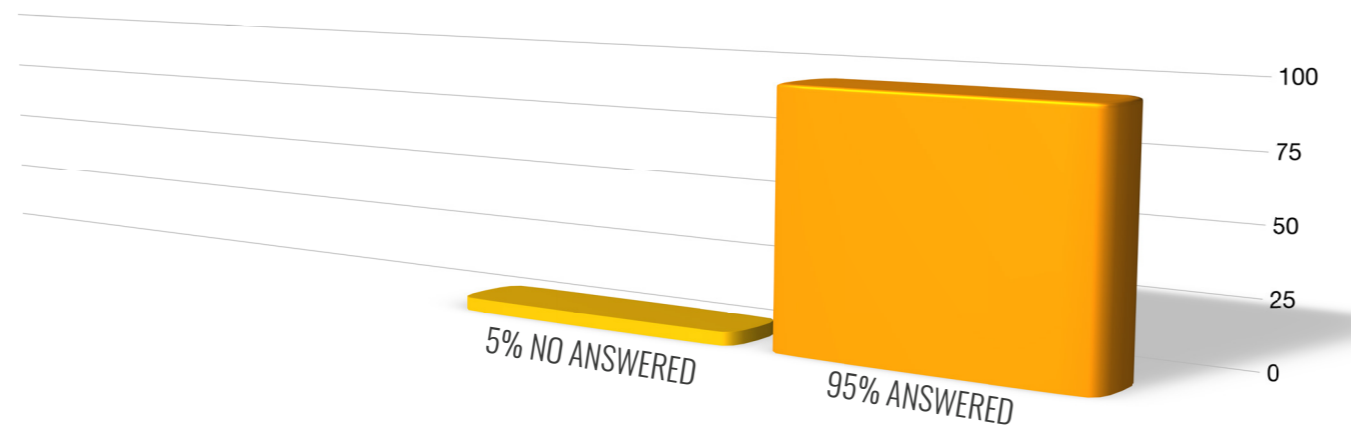
Affordable housing units developed by our principals, from multifamily complexes to single family homes

# 40

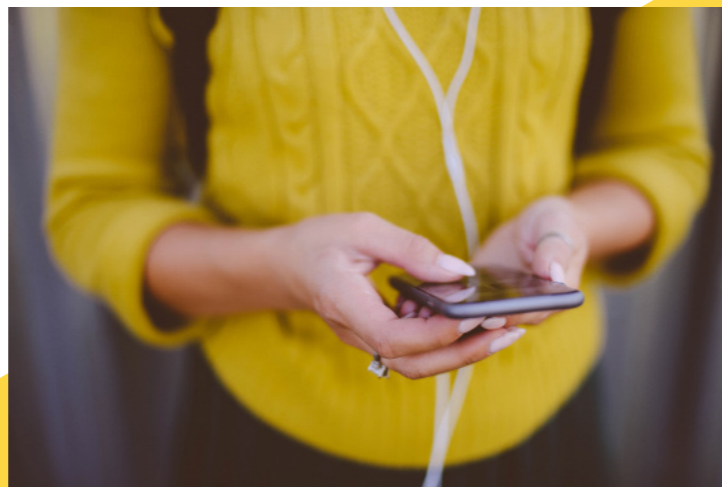
Development and construction projects overseen

# Off Shore Backend Platform

INCOMING AND ANSWERED CALLS.



CONNECT VIA SOCIAL PLATFORMS AND WEBSITES.



SP'S CALL CENTER HAS A 5% ABANDON RATE, WITH 90% OF CALLS ANSWERED.

SELF-GUIDED TOURS AND VIRTUAL STAGING AVAILABLE.



## Marcia Wilkerson

### 5 - Star Review

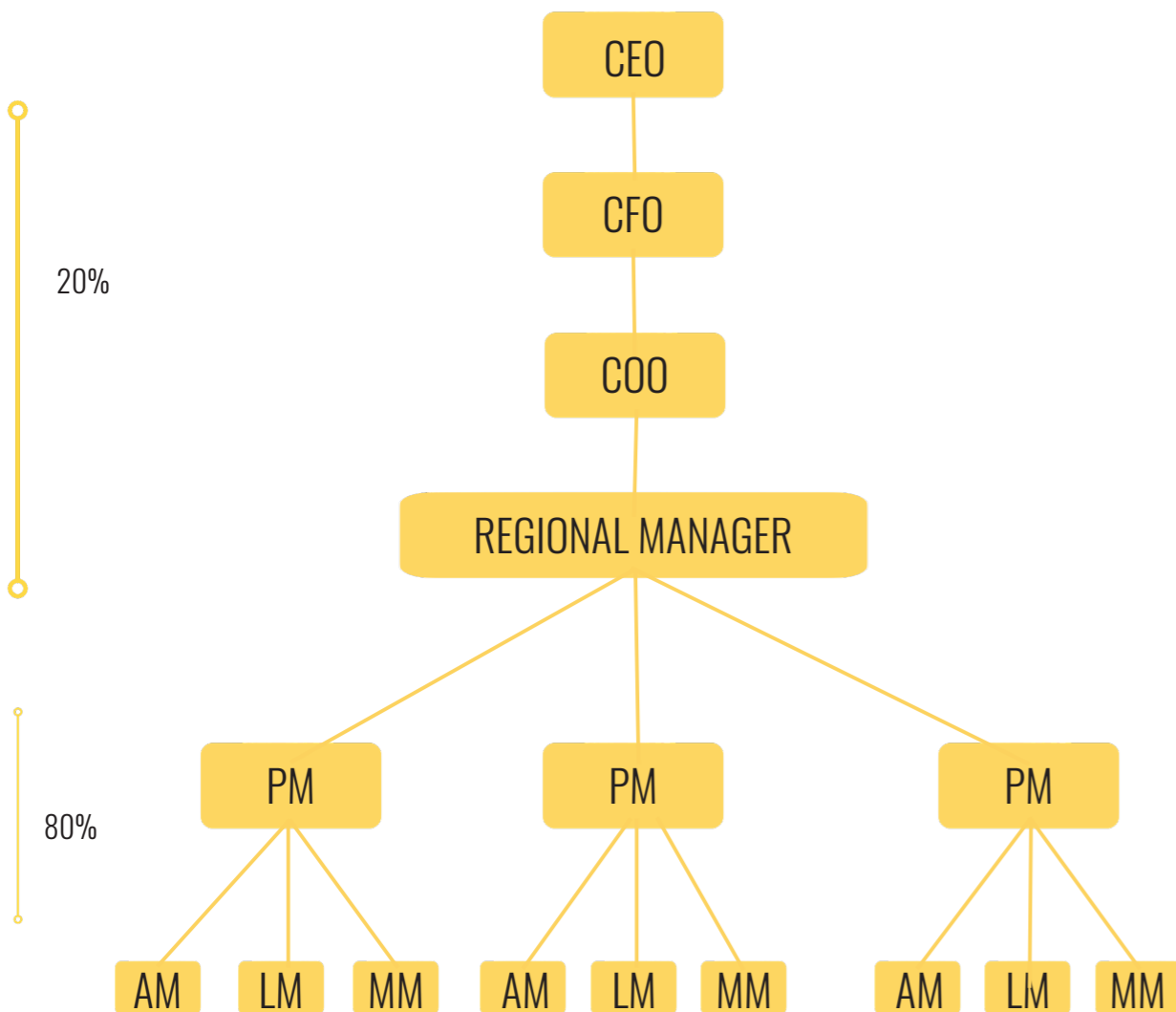
Within this past lease year I have able even with the pandemic and all, I have been putting in maintenance requests and they have been expedited and taken care of immediately. Most requests were not a simple fix, but were handled as soon as parts and contractors became available. The customer service I have received this past year has been par none. I travel with my business and even with my hectic schedule, the front office and in particular Jessica has made sure my unit gets tender loving care. Thank you Central Park.



## Traditional Management Structure

### THE PROBLEM

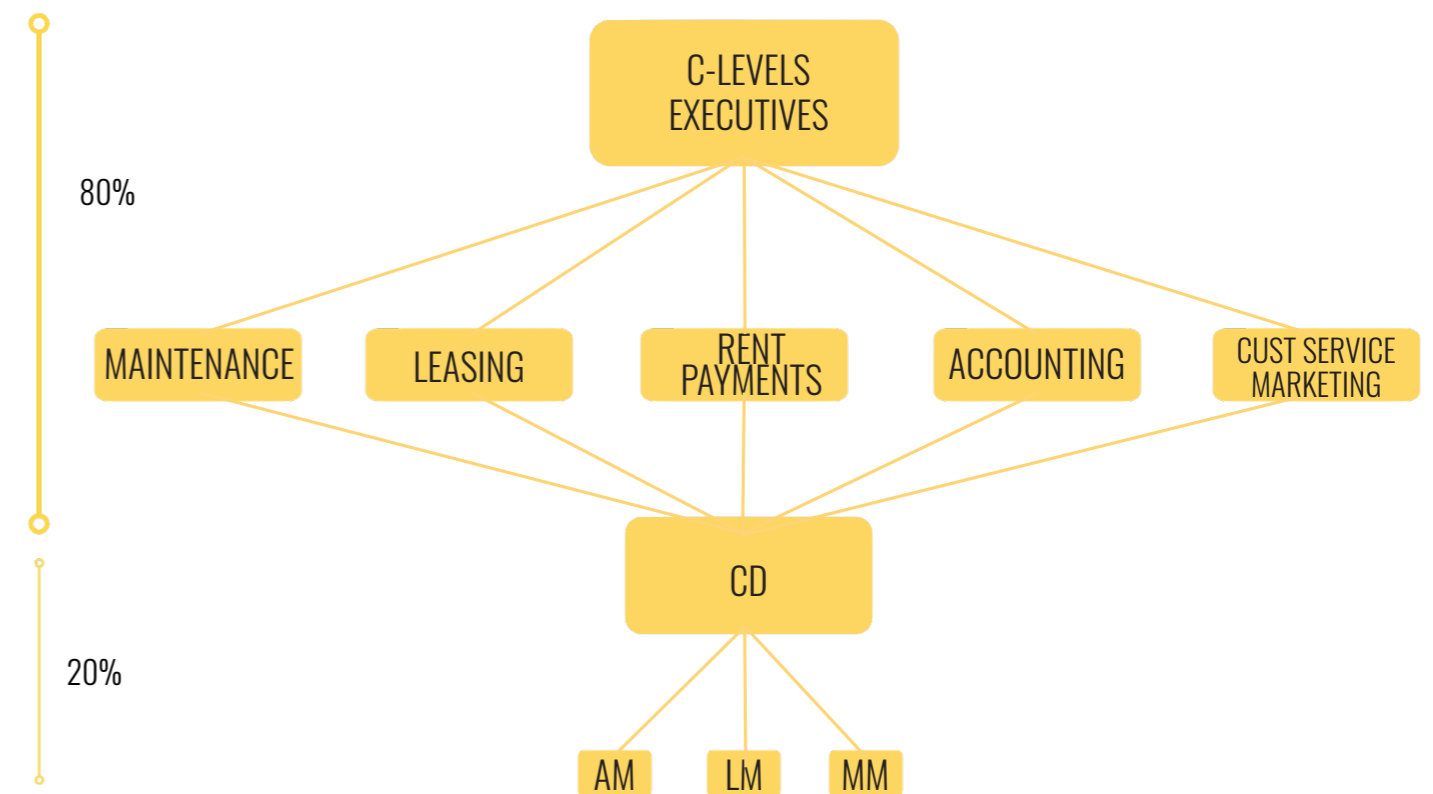
The executive decision-making process is almost entirely handled by the on-site teams. Corporate provides minimal support. Missed calls, unattended issues, delayed processes and weak customer service are just a few issues resulting from that model.



## The Strategic Properties Solution

### THE SOLUTION

Our solution relies on the structure that lends itself to supporting on-site teams. Our back office carries out all executive-level decisions that in turn streamlines all operations. The result is an efficient, sustainable process that provides excellent customer service to its tenants while guaranteeing accurate live data to management, investors, and property managers.



### OUR APPROACH

We replace the traditional Property Manager stigma required to “wear multiple hats” with a high efficiency and results-driven model. Relying on an offshore operation with state-of-the-art technology we can deliver 24/7 support to each of our properties at a very low cost. Each of our processes like maintenance, leasing, rent collections and accounting are managed by our dedicated back office with the support of the latest cloud-based technology. This enables every Property Manager to have enough time to deliver a personal service on all property management related issues.

Our processes include weekly monitoring of our KPIs rather than on a traditional monthly basis and daily reconciliation of our accounting. It allows us to have a more efficient operation that relies on fresh data. The results are happier tenants with higher-than-average renewals, lower wear and tear, and a very low percentage of unanswered calls (96% of all our calls are answered and the remaining 4% are called 2 hours). This translates to high efficiency in all areas of our operation, better time management, and most importantly: a highly scalable operation for our investors.

# Our Services

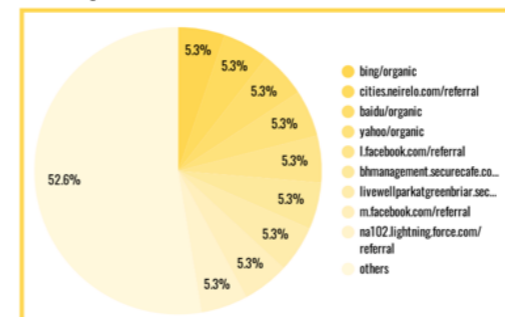


## MARKETING

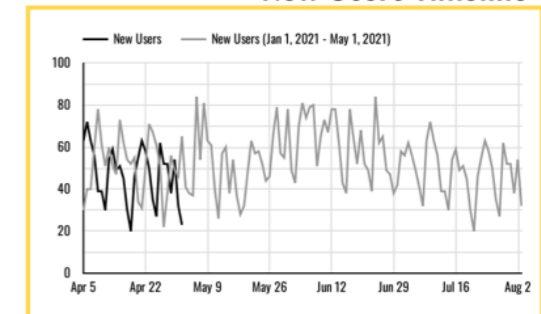
- Aggressive SEO and PPC strategy
- Comprehensive digital marketing (social media, emails, website, etc)
- Competitive market analysis
- CRM and Analytics support
- Virtual and on-site model unit staging
- Thorough KPI analysis drives strategy

## Sample Marketing Analytics Report

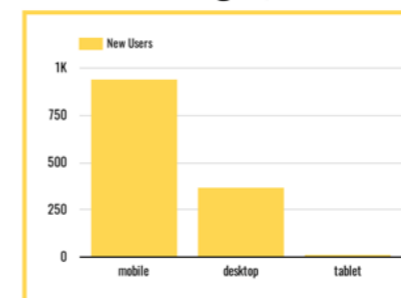
Acquisition Source + Medium



New Users Timeline



Device Category



New Users  
**1,317**

Pageviews  
**4.8K**

Number of Sessions per User  
**1.44**

Users  
**1,417**

# LEASING

- Innovative digital tools create a seamless prospect-to-tenant experience
- Thorough tenant screening
- Renewal auditing and rent increases
- Dedicated leasing team and virtual assistants
- Strong tenant retention strategy
- Creative solutions to rent loss and damage costs
- Self-guided tours



# RENT COLLECTIONS

- Aggressive digital and in-person rent collection
- Successful payment plan negotiations with delinquent tenants
- Daily rent collection strategy meetings
- Efficient eviction processing
- Thorough rent loss recovery efforts

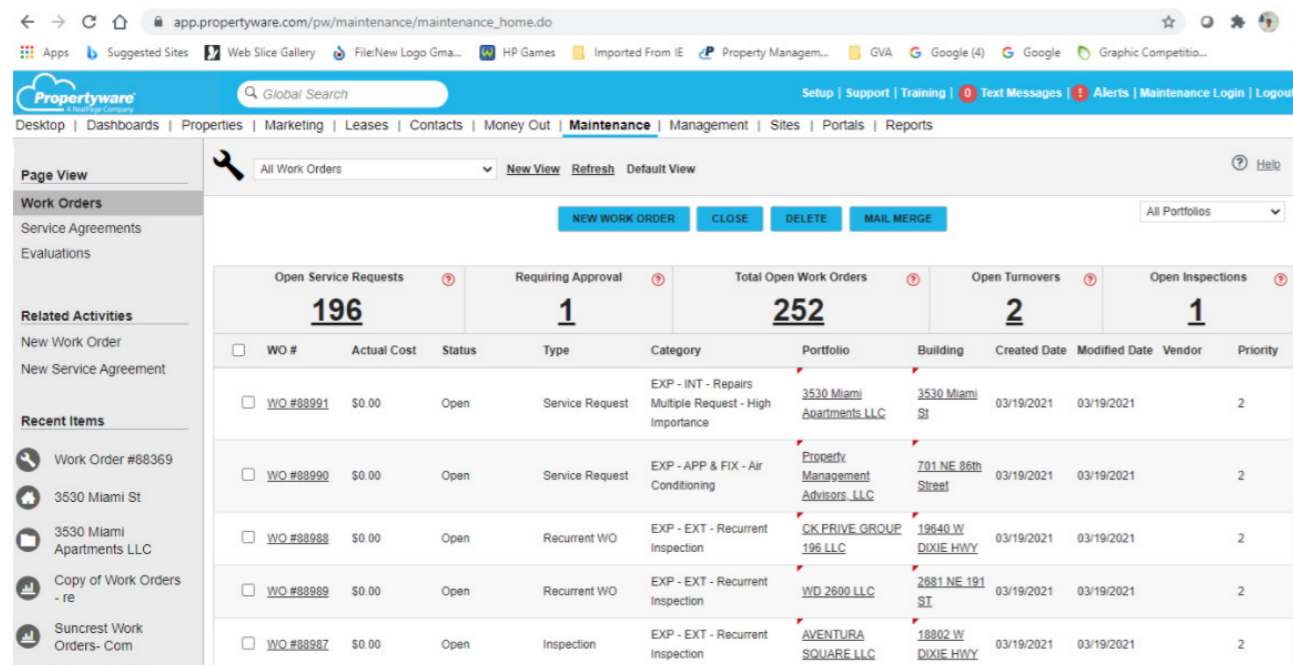
## Rent Collection Weekly Report

Weekly Report	01/13/2021	01/19/2021	01/26/2021	01/31/2021	02/08/2021	02/15/2021	02/23/2021	02/28/2021	03/10/2021	03/16/2021
<a href="https://www.bookmarkninja.com/share/37766721">https://www.bookmarkninja.com/share/37766721</a>										
Collections										
Charges this month:	\$32,113.07	\$32,113.07	\$32,470.00	\$32,470.00	\$30,846.00	\$30,846.00	\$30,221.00	\$30,221.00	\$32,441.00	\$32,441.00
Loss rent (past tenants)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total charges</b>	<b>\$32,113.07</b>	<b>\$32,113.07</b>	<b>\$32,470.00</b>	<b>\$32,470.00</b>	<b>\$30,846.00</b>	<b>\$30,846.00</b>	<b>\$30,221.00</b>	<b>\$30,221.00</b>	<b>\$32,441.00</b>	<b>\$32,441.00</b>
<b>Money collected this month:</b>	<b>\$25,815.07</b>	<b>\$28,443.07</b>	<b>\$28,650.07</b>	<b>\$31,825.00</b>	<b>\$19,753.00</b>	<b>\$21,786.00</b>	<b>\$27,916.00</b>	<b>\$30,416.00</b>	<b>\$21,788.00</b>	<b>\$26,040.00</b>
Money collected from previous months charges	\$3,475.00	\$4,608.00	\$4,608.00	\$6,433.00	\$0.00	\$1,825.00	\$9,333.00	\$9,333.00	\$0.00	\$2,808.00
Collected from this months charges	\$22,340.07	\$23,475.00	\$24,042.00	\$25,392.00	\$19,753.00	\$19,961.00	\$18,583.00	\$21,083.00	\$21,788.00	\$23,232.00
Amount pending to be collected for this months charges	\$9,773.00	\$8,278.00	\$8,428.00	\$7,078.00	\$11,093.00	\$10,855.00	\$11,838.00	\$9,138.00	\$10,653.00	\$9,209.00
Eviction Charges this month	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Money pending to be collected without eviction</b>	<b>\$9,773.00</b>	<b>\$8,278.00</b>	<b>\$8,428.00</b>	<b>\$7,078.00</b>	<b>\$11,093.00</b>	<b>\$10,885.00</b>	<b>\$11,638.00</b>	<b>\$9,138.00</b>	<b>\$10,653.00</b>	<b>\$9,209.00</b>
Percentage collected of this month:	80.39%	88.57%	88.24%	98.01%	64.04%	70.63%	92.37%	100.65%	67.16%	80.27%
Percentage collected this month without eviction	80.39%	88.57%	88.24%	98.01%	64.04%	70.63%	92.37%	100.65%	67.16%	80.27%
How many tenants have not paid their rent in full	17	12	12	11	14	12	10	6	10	8
Payment agreement	2	0	0	0	0	0	0	0	0	0
Number of evictions	0	0	0	0	0	0	0	0	0	0
Number of stipulations	0	0	0	0	0	0	0	0	0	0
<b>Total tenants Balance</b>	<b>\$28,518.00</b>	<b>\$19,905.83</b>	<b>\$19,905.83</b>	<b>\$17,010.83</b>	<b>\$24,408.00</b>	<b>\$22,375.00</b>	<b>\$10,115.83</b>	<b>\$7,455.83</b>	<b>\$15,593.87</b>	<b>\$13,310.83</b>
Eviction charges - Total Balance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Money pending to be collected without eviction</b>	<b>\$28,518.00</b>	<b>\$19,905.83</b>	<b>\$19,905.83</b>	<b>\$17,010.83</b>	<b>\$24,408.00</b>	<b>\$22,375.00</b>	<b>\$10,115.83</b>	<b>\$7,455.83</b>	<b>\$15,593.87</b>	<b>\$13,310.83</b>

# MAINTENANCE

- Strong preventative maintenance program
- Thorough and consistent unit inspections
- Strategic quotes and budget management
- Frequent maintenance tech training and supervision
- Efficient work order and make-ready management
- emergency maintenance response 24/7
- Competitive vendor and product pricing

## Sample Maintenance Report



The screenshot shows the Propertyware Maintenance Home dashboard. At the top, there are navigation links for Desktop, Dashboards, Properties, Marketing, Leases, Contacts, Money Out, Maintenance, Management, Sites, Portals, and Reports. The main content area displays a summary of work orders and a table of open service requests.

Open Service Requests	Requiring Approval	Total Open Work Orders	Open Turnovers	Open Inspections
196	1	252	2	1

WO #	Actual Cost	Status	Type	Category	Portfolio	Building	Created Date	Modified Date	Vendor	Priority
<a href="#">WO #88991</a>	\$0.00	Open	Service Request	EXP - INT - Repairs Multiple Request - High Importance	3530 Miami Apartments LLC	3530 Miami St	03/19/2021	03/19/2021		2
<a href="#">WO #88990</a>	\$0.00	Open	Service Request	EXP - APP & FIX - Air Conditioning	Property Management Advisors, LLC	701 NE 88th Street	03/19/2021	03/19/2021		2
<a href="#">WO #88988</a>	\$0.00	Open	Recurrent WO	EXP - EXT - Recurrent Inspection	CK PRIVE GROUP 196 LLC	19640 W DIXIE HWY	03/19/2021	03/19/2021		2
<a href="#">WO #88989</a>	\$0.00	Open	Recurrent WO	EXP - EXT - Recurrent Inspection	WD 2600 LLC	2681 NE 191 ST	03/19/2021	03/19/2021		2
<a href="#">WO #88987</a>	\$0.00	Open	Inspection	EXP - EXT - Recurrent Inspection	AVENTURA SQUARE LLC	18802 W DIXIE HWY	03/19/2021	03/19/2021		2





# ACCOUNTING


- Realtime Accounting
- Daily reconciliations  
owner portal access 7/24
- Comprehensive financial reports preparation and audits
- Financial analysis
- Budget Tracking

## Accounting Reports

**Suncrest Income Statement Budget Comparison**  
**Summary - Consolidated**  
 Income statement that compares budget to actual.

**Run Date**  
03/31/2021

**Portfolio**  
Nephrite Fund 1 LLC  
Accounting Basis : Accrual



Account #	Account Name	Month Ending 03/31/2021				Fiscal Year To Date 03/31/2021			
		Actual	Budget	Difference	Variance %	YTD Actual	YTD Budget	YTD Difference	YTD Variance %
<b>INCOME</b>									
4000	Prepayment Forfeit	\$420.00	\$0.00	\$420.00	0.00%	\$2,045.00	\$0.00	\$2,045.00	0.00%
	Total Rent	\$59,886.00	\$52,671.19	\$7,214.81	13.70% [1]	\$186,673.00	\$169,776.31	\$16,896.69	9.95%
	Total Other Tenants Income	\$4,829.00	\$1,444.75	\$3,384.25	234.24% [2]	\$5,924.50	\$4,250.25	\$1,674.25	39.39%
	<b>Total Income</b>	<b>\$65,135.00</b>	<b>\$54,115.94</b>	<b>\$11,019.06</b>	<b>20.36%</b>	<b>\$194,642.50</b>	<b>\$174,026.56</b>	<b>\$20,615.94</b>	<b>11.85% [3]</b>
<b>EXPENSE</b>									
	Total Leasing Expenses	\$135.60	\$108.48	\$27.12	25.00%	\$249.70	\$325.44	(\$75.74)	-23.27%
	Total Wages Related	\$3,515.31	\$6,033.00	(\$2,517.69)	-41.73% [4]	\$10,600.70	\$18,098.00	(\$7,497.30)	-41.43%
	Total Marketing	\$531.35	\$1,598.80	(\$1,067.45)	-66.77%	\$926.06	\$4,196.40	(\$3,270.34)	-77.93%
	Total Administrative Expense	\$1,478.21	\$1,850.00	(\$371.79)	-20.10%	\$3,483.23	\$3,950.00	(\$466.77)	-11.82%
	Total Repairs Maintenance	\$10,325.08	\$5,745.00	\$4,580.08	79.72% [5]	\$28,071.96	\$17,235.00	\$10,836.96	62.88%
	Total Utilities Expense	\$11,825.84	\$12,838.74	(\$1,012.90)	-7.89% [6]	\$44,684.84	\$39,586.06	\$5,098.78	12.88%
	Total Management Fees Expenses	\$3,576.31	\$3,246.96	\$329.35	10.14%	\$11,051.88	\$10,441.60	\$610.28	5.84%
	Total Taxes Expense	\$3,510.00	\$3,510.00	\$0.00	0.00%	\$10,530.00	\$10,530.00	\$0.00	0.00%
	Total Insurance Expenses	\$3,948.71	\$3,948.71	\$0.00	0.00%	\$12,331.13	\$11,846.13	\$485.00	4.09%
	<b>Total Expense</b>	<b>\$38,846.41</b>	<b>\$38,879.69</b>	<b>(\$33.28)</b>	<b>-0.09%</b>	<b>\$121,929.50</b>	<b>\$116,208.63</b>	<b>\$5,720.87</b>	<b>4.92%</b>
	<b>Net Operating Income</b>	<b>\$26,288.59</b>	<b>\$15,236.25</b>	<b>\$11,052.34</b>	<b>72.54%</b>	<b>\$72,713.00</b>	<b>\$57,817.93</b>	<b>\$14,895.07</b>	<b>25.76%</b>



# CUSTOMER SERVICE

- Hospitality-oriented approach
- Responsive, dedicated Customer Service team  
Call quality monitoring and frequent customer service training
- Weekly company-wide KPI review
- Successful reputation management
- Budget Tracking





• KPI DRIVEN



97.20%

Company-wide Occupancy Average

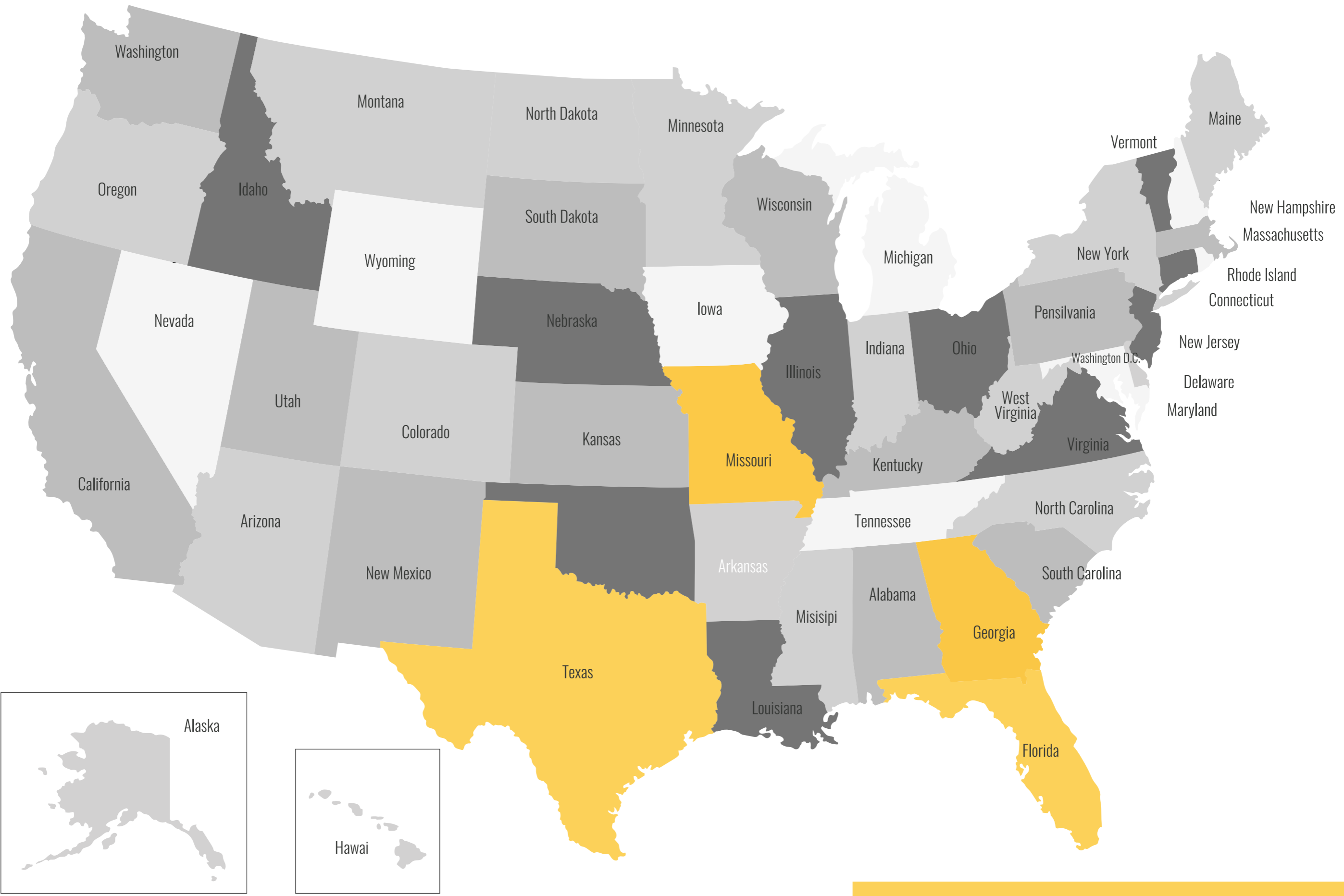
101.63%

Multifamily Collections Average

91.80%

April CSAT Score

# • WHERE WE ARE LOCATED



# The Strategic Properties Philosophy

## Better Life.

At Strategic Properties, we believe in providing a better life. Not just for our tenants, but for our clients, our vendors, and our very own team. Better Life is for everyone that makes up our incredible network of people

## FOR OUR RESIDENTS

- Community events
- Virtual solutions
- Renter rewards/perk programs

## FOR OUR TEAMS + CLIENTS

- Centralized information
- Structure allowing for support
- Results-driven

## CREATING COMMUNITY

For us, the key to success starts with the people who choose to call our communities home. We prioritize both in-person and virtual resident engagement events such as

**SMALL STEPS**  
**THINGS WE CAN DO TO HELP THE ENVIRONMENT**

- Save electricity by plugging appliances into a power strip and turning them off completely when not in use, including your computer.
- Stop paper bank statements and pay your bills online or via mobile.
- Air dry. Let your hair and clothes dry naturally instead of running a machine. If you do wash your clothes, make sure the load is full.
- Take short showers. Bathtubs require gallons more water than a 5-10 minute shower.
- Buy minimally packaged goods.
- Use a refillable water bottle and coffee cup. Cut down on waste and maybe even save money at the coffee shop.

STRATEGIC PROPERTIES

**We're announcing the winner!**

**Tune into our Facebook Live at 7 PM EST to find out if you won the Early Bird Raffle!**

Contest eligibility determined by early and on-time rent payments

STRATEGIC PROPERTIES

- Surveys, raffles, and contests on social platforms
- Goodie bag giveaways and holiday gifts
- Virtual renter rewards program via Piñata
- Entrepreneurship webinars and workshops
- Green-conscious community initiatives

**Coffee's on us today!**

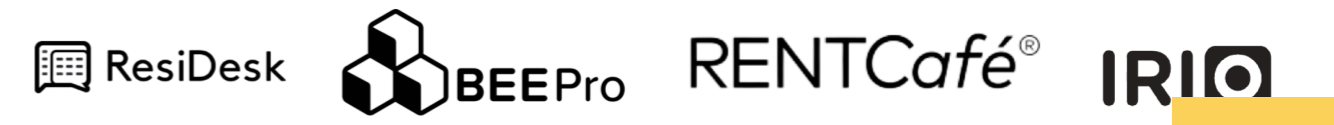
Start your day with a smile and stop by our leasing office for a cup of coffee and a surprise goodie bag!

STRATEGIC PROPERTIES





M  
Midtown  
WEST



# TOOLS



# SECTION 8 AND VETERANTS UNITS

-  2200 Section 8 Units in 4 States
-  Capability of managing double payment ledgers
-  REAC Inspections from HUD
-  Tax Credit, Low Income experience



# MULTIFAMILY PROPERTIES OWNED AND MANAGED



# SINGLE FAMILY, CONDOS

 1,500 Single Family, Condos and Smaller Multi-units Managed



# AND UPCOMING PROJECTS



- 607 Unit under construction - Homestead Florida
- 192 Unit under construction - Brownsville Texas
- 42 Townhomes under construction - Miami Gardens Florida
- 28 Luxury Units - Pompano Beach FL

# OUR TEAM



**Tomas Sinisterra**

He has revolved his professional life around real estate as a developer of several thousands of units in different countries and as a co-founder of SP has been instrumental in developing the business model and the leadership team that is proving its value by delivering results for owners and residents. A Civil Engineer with an MBA and Top Management training, Tomas is in charge of the new development partnerships in Miami, Atlanta, and the Rio Grande Valley area in Texas.



**Margarita Fajardo - Marketing Director**

With a background in Education and Law, Margarita's focus on delivering the best experience to either students or clients has led to a successful career in Real Estate and Property Management by incorporating creative, innovative, and successful strategies and leading-edge marketing tools into SP's operations. Margarita is also responsible for the community activities in Multifamily properties around the idea of not just renting a unit but bringing quality of life, a better life for SP residents.



**Martha Silva - COO**

After receiving a graduate degree in Information Systems, Martha, a Computer Engineer by training, developed a career managing operations in the banking industry before joining SP. As COO, she leads our Property Management team operating on a state-of-the-art tech stack and ERPs that heavily support and seamlessly integrate with our on-site operations of multifamily and SFH portfolios and has pioneered the use of different solutions now being adopted by various players in the industry.



**Melissa Ramos - Director of Accounting**

Melissa joined SP after working in the Real Estate industry for several years. She has led and developed the Accounting team at SP which as the backbone of our company has shaped every aspect of our property management services, with high standard practices like daily reconciliations on every department and asset management, financial and operational reporting unparalleled in the industry. Melissa holds a graduate degree in Accounting and is currently pursuing a major in Economics.



**Daniel Jaramillo - CEO**

Daniel started his professional career in real estate investments and management early while attending FIU in Miami where he graduated in Economics and Mathematics. Ever since putting together his own portfolio that spearheaded the creation of SP in as a much-needed innovation in the stagnant industry of property management, he has not stopped investing, divesting, and 2006 incorporating technology and focus on results to every deal and property where SP acts as a partner, owner or third party manager.





## CONFIDENTIALITY AND DISCLAIMER

This Confidential Investment Summary (the “Summary”) is provided to the recipient on a confidential basis, solely for use in deciding whether to proceed further with an investigation and analysis concerning the appropriateness of purchasing member interests in an operating company (hereinafter described as the “Company”) pertaining to the transaction described herein (the “Investment”). The Summary has been prepared by Strategic Properties, LLC (“SP”). By accepting a copy of the Summary, the recipient (hereinafter the “Investor”) agrees to retain the information contained herein on a confidential basis, and not to disclose any information contained herein to any other party, without the prior express, written consent of SIG. If the Investor does not wish to pursue the Investment, the Summary should be destroyed or returned to SP (attention: Daniel Jaramillo) as soon as practical, together with any other material provided to the Investor or its advisor(s) relating to the transaction contemplated herein. Neither the Investor nor its advisor(s) have the right to retain copies of any information provided to the Investor or its advisor(s) by SIG.

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Offering Limitations. When SP determines to make an offer or solicit offers to buy Interests in the Company, the offers and solicitation will be made only to “Accredited and Sophisticated investors” within the meaning of Regulation D promulgated under the Securities Act of 1933. Accordingly, this Summary should be immediately returned to SIG by any person or entity which is not an accredited investor.

NO PUBLIC MARKET IS EXPECTED TO DEVELOP FOR THE MEMBER Interests. THE MEMBER Interests ARE SUBJECT TO RESTRICTIONS ON TRANSFERABILITY ON RESALE AND MAY NOT BE TRANSFERRED AS AMENDED, AND THE ,1933 OR RESOLD EXCEPT AS PERMITTED UNDER THE SECURITIES ACT OF APPLICABLE STATE SECURITIES LAWS, PURSUANT TO REGISTRATION OR EXEMPTION THERE FROM

PROSPECTIVE INVESTORS SHOULD PROCEED ONLY ON THE ASSUMPTION THAT THEY MAY BE REQUIRED TO BEAR THE FINANCIAL RISKS OF AN INVESTMENT IN THE MEMBER Interests FOR AN INDEFINITE PERIOD OF TIME. PURCHASERS OF MEMBER Interests IN THIS OFFERING WILL BE REQUIRED TO ADOPT THE COMPANY AGREEMENT OF THE COMPANY THAT SETS FORTH THE RIGHTS OF THE HOLDERS OF THE MEMBER Interests WITH RESPECT TO VOTING, DISTRIBUTIONS AND OTHER MATTERS.

Preliminary Information Only. This Summary does not purport to be all-inclusive and thus contain all information that the Investor would desire in investigating the Company or the Investment. SP presumes that all potential Investors will conduct their own investigations and analysis of the Company and the information summarized in this Summary. As such, it is incumbent on potential Investors to perform their own independent investigations of the Company, Investment, SP, and the Manager of the Company. All potential Investors should consult their own qualified advisors concerning this Investment and its suitability. SP has not independently verified all of the information contained in this Summary. No representation or warranty is made by SP or the Manager described herein, as to the accuracy or completeness of the information contained herein, or otherwise made available in connection with any investigation of the Investment or Company and nothing contained herein is, or shall be, relied upon as to future performance of the Investment. Such representations and warranties shall only be made in definitive documentation with respect to the purchase and sales of Member Interests in the Company. Any projections are based on assumptions that may or may not prove to be accurate. There can be no guarantees or assurances that any projected results will be achieved. Each prospective Investor should consult with his or her or its own tax advisor with respect to the federal and state tax consequences pertaining to the Investment. Additionally, the income the Investor may earn through the Investment and via the Company may be subjected to state income taxes in the state where the Investment is located. In addition, some states require that a portion of the amounts otherwise available for distribution be withheld for the payment of state income taxes.

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**STRATEGIC  
PROPERTIES**  
Better Life.

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