



HELPING COMMUNITIES, ONE DOOR AT A TIME

We Buy Properties



WWW.ADDRESSABLEMKTS.COM



Welcome to Addressable Markets

Thank you so much for browsing this presentation.

Addressable Markets is a real estate investment company committed to the acquisition of properties, land other real assets to positively impact environments so families can grow and expand.

We buy properties in distress and increase the value through renovation and cosmetic repairs. We then generate profits by reselling these properties to potential property buyers or maintain a few for ourselves for strategic purposes.

We've had an excellent experience with our sellers. Home owners will love to work with us because for us this is not just a business for Addressable Markets, but an opportunity to inspire, to motivate, and to create long-lasting change for our families and communities. We hope to make a positive lasting impression on everyone we meet.



Our Values

Our Core Values are expressed in the work we do everyday. Leave it better than you found it.

We follow through on our commitments and treat others with respect. We stand proud of our efforts, and are humbled by the immense trust our community partners have placed in us. We do the right thing and conduct ourselves with integrity.

We understand that success is not easy and generally requires perseverance to push ourselves toward our goals. So, we do.

Values like this guide our organization and our leadership and are present in every decision.



What Problems Do We Solve?

Here are a few ways we've been successful at solving a motivated seller's needs:

- Renovate blighted units to help increase our neighbor's property values
- Cash-strapped homeowners get the funds they need for the next phase of their lives
- Earnest deposits to secure the right deal
- Quick closings for motivated sellers
- Long closings (if it helps you)
- Flexible closing schedules
- Ask for "no repairs" for the right property
- Allow the seller to rent back for a period of time and other creative financing strategies
- Pay all or a part of their closing costs
- Take care of anything they leave behind
- Hire a mover for sellers to facilitate their departure
- Avoid multiple showings at inconvenient times



Our Experience in Real Estate

Our team has been part of many transactions throughout the years. We truly believe in building our business with cutting-off edge systems so we can achieve the effective results we seek for families and our investment partners.

We use our proprietary repair estimators and deal analyzers to ensure the accuracy of our projections systemizing these opportunities. We like to buy properties in distress because this gives us an opportunity to help different sellers in their time of need. We also find the best strategy for us to either maintain, remodel or make available to the rental markets.

Addressable Markets prides ourselves on the vast amount of knowledge and extensive training we've gained over the years. Our primary focus is to provide VALUE for our partners and provide SOLUTIONS to our clients by locating rundown, vacant homes, and turning them into a property they would be proud to own and live in.

We much rather help a homeowner to transition from a hardship than work with a corporate company to help them make more money.

The fact that you are reading this package means that either you or someone you know might be interested in selling your distressed property and we know how to deal with high-paced scenarios and also provide a financial help so all the parties can win.



How Do We Buy?

Our vision for Addressable Markets is to create a brand that will be recognized for excellence, building on a legacy of strong family values and harnessing the wisdom of the capable A.M. team, all while doing our part to reduce housing-insecurity across the nation.

Our commitment to specialized training has given us the ability to identify properties in distress. We analyze every opportunity and if we can make the numbers make sense, we will make a cash offer which could potentially help the owner- *this could be you*- to get out of a difficult situation.

We generate value for our partners by renovating properties that are in a significant state of disrepair, breathing life into them once more.

We aim to purchase homes so below the market value because here at Addressable Markets we've created a system that consistently produces a steady flow of quality leads. We're extremely different from our competitors, in the sense that we won't just make offers on multiple listing service properties – *we do much more*.



Why Home-Sellers Love To Work with Us

When we deal with home-sellers directly they avoid the various costs associated with Realtors (*Realtors are our friends too*:). This can save thousands of dollars in transaction costs. These savings and the convenience of a quick transaction are a significant benefit for the home-seller.

Addressable Markets takes a creative approach when investing in real estate we believe is a notch above our competitors, and we can always provide a service that ensures a smooth transaction and transition for the seller.

We provide another option for the home-seller allowing them to avoid listing with the help of realtors, or perhaps going it alone and attempting to sell their property by themselves.

The benefits realized by the home-seller by choosing to work with us, makes Addressable Markets a great option.

Why We Like to Buy Properties?

Seller motivation generally falls into three buckets:

- Financial distress
- Emotional distress
- Property distress

We like to purchase distressed properties because we are able to close the gap between a seller with a need and a buyer-us-with an opportunity.

Usually a distressed seller is generally looking to exit the property to solve a financial issue related to a life event. That's when we come in and offer the type of relief they need to move forward in their lives.

This type of seller is likely to be looking for top dollar on the property. They're even more likely to be looking for someone to solve the financial pain the property is causing them and we would love to be that person helping them.



Consider Becoming Our Partner

I know timing right now it's very important, but in the past we have partnered up with other sellers in a way that works for everyone. If we would go on that route, we would set a price for the property, we will do the renovation through a construction loan, and any monies we get as profit, we can split them with you and other investors, 70-30. The benefit for us is that we don't put any money down, we get a construction loan to remodel it, we sell it, and we all win from the profits. How many offers like that have come by your desk this?



Things We Would Like to Know

- How does the house look?
- Are you currently living in it?
- How much do you owe on the property?
- What would your ideal interest terms be?

Short-sale risks

We are here to help and we encourage you to consult with your accountant or tax attorney about the various tax ramifications of a foreclosure, short sale or other strategies.



Be aware of fraudulent strategic defaults

Many owners owe more on their property than it's worth. Their approach to this issue, is to buy another property because they can qualify, provided that they lease out their existing home. We do not do this. Every property owner should benefit from our relationship.

Once they are moved into the new property, they default on the first property. The lenders have become wise to this.

Lenders have started prosecuting people who engage in this behavior for fraud. Keeping the property as a rental is perfectly legal. Defrauding a lender about your intent is not.



Thank You!

On behalf of Addressable Markets and myself personally, I want to thank you for investing time to reading this presentation. This is a very personalized package we put together for you.

We have shared private information about the company and the work we do, so we would appreciate it if you keep this confidential. Know that if you work with us or invest with us, we will keep everything confidential as well. This presentation is only meant for the recipient.

Sincerely,

Thomas
Addressable Markets



ADDRESSABLE MARKETS