

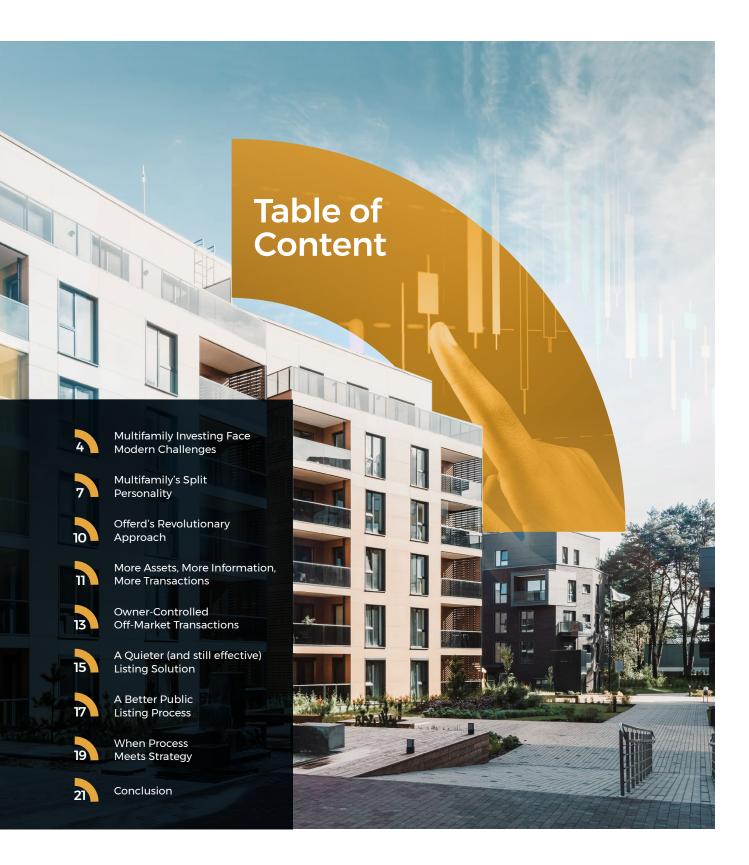


Boost Your Multifamily Business with an Integrated Digital Buy/Sell Brokerage















Multifamily Investing Face Modern Challenges

Multifamily investing, while rewarding, is challenging due to the traditional brokerage market's inefficiencies and lack of comprehensive, tech-driven services for efficient asset trading. Offerd is that next generation of multifamily brokerage, bridging the gap between data, technology, and transactions.

Through good times and bad, there is one constant: people need places to live. The numbers make it clear. Since 1965, the home ownership rate among households has varied from 63% to a 2004 peak of 69.2%. By the end of 2022, it was 65.9%. Reliably, between 30% and 37% of the population rent their homes. Those figures translate into 40 million to 49 million renter households. At 2.5 people per household, the total is between 100 million and 122.5 million people who must live on someone else's property.

Homeownership







Capital continues to flood into multifamily.

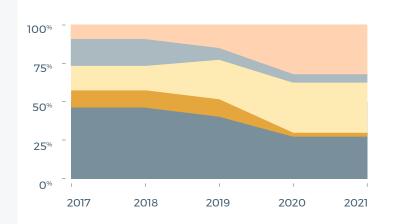
Increasingly, people live in cities:

82.7% in the U.S. in 2020 and projected to top 89% by 2050, according to World Bank estimates. As big as single-family rentals (SFR) and build-to-rent (BTR) trends may be, practically speaking, the need for apartment buildings will only rise. Smart investors and operators will continue to make money in this evergrowing segment of commercial real estate.

Strong and Steady Multifamily Fundamentals:

- 7M units under-supplied, current demand outpacing new builds
- Strong cash flows and equity demand
- Replacement costs soaring
- Housing largely immune from disruption
- Abundance of standardized data

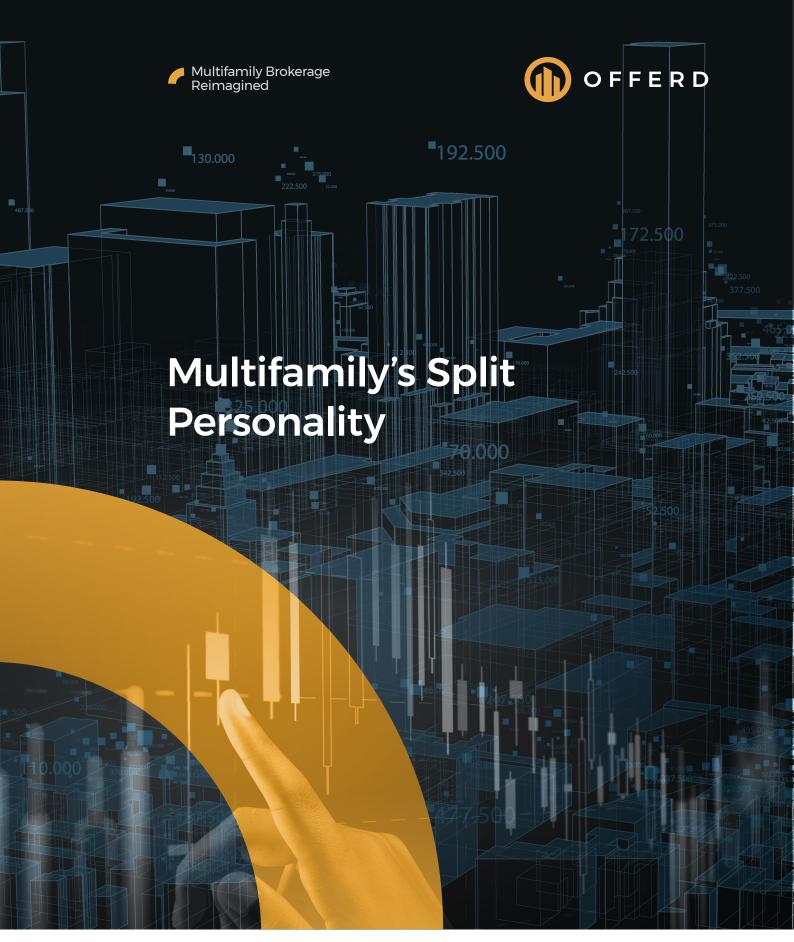
Share of US Sales by Type





With all the opportunity come uncertainties, as in all businesses. Macroeconomic trends affect financing, inflation, and overall costs. Federal regulation, policy, and law can increase or decrease operational and fiscal burdens. State and local issues such as taxes and zoning can have hyperlocal impact.

However, the biggest direct effect on multifamily investing success is systemic inefficiencies that slow processes, overlook important opportunities, reduce effectiveness, and ultimately have a negative impact on investment firms by increasing costs and decreasing overall profitability.







Multifamily's Split Personality

Even as multifamily has grown as an industry and smart destination for investment, a foundational problem has remained as a result of old practices and inertia. What should be an integrated set of functions that support effective strategy — acquisition, disposition, debt and equity capital structure, and data collection and analysis —remain a collection of disparate functions.

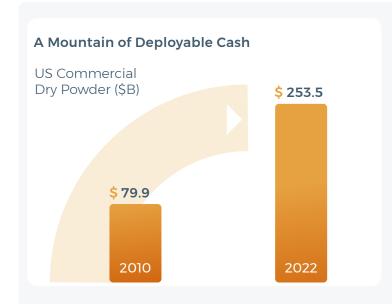
The split between acquisition and disposition has created a crack in the multifamily business strategy. Investment isn't just buying or selling. It is always both. Strategic buying means having an idea of under what conditions one might sell, because no asset is always necessarily appropriate and under all conditions. For investors, a strategic sale should incorporate the

next step. That could be redeploying capital for another acquisition to provide further return on investment or freeing it for other uses. And if using a 1031 structure for tax purposes, a sale absolutely requires a new purchase.

It is impossible for an organization to provide investment services without incorporating both buying and selling needs.

Although a business is much more often in acquisitions mode over disposition, the traditional brokerage model exists only to serve the sell side of the business. Nevertheless, multifamily firms should consider the entire business lifecycle of a project — from purchase through ultimate sale — to gain better results from start to finish.

Traditional brokerage is ill-suited to meet the demands of investment firms.













Offerd's Revolutionary Approach

To reduce or eliminate the limitations of the industry would require a significant reorganization of brokerage business structures. Multifamily requires an integrated form of brokerage that makes intelligent use of technology — data collection and analysis, private marketplaces as well as access to public ones — combined with teams of people with expertise who can fully support multifamily firms to better achieve their goals.

That is what Offerd delivers: the first integrated digitally powered buy-and-sell multifamily platform.

Offerd's platform provides an integrated brokerage with data and proprietary visual analytics, equity and debt placement, and a private marketplace. But multifamily is more than technology. The full platform includes all the expertise in real estate, acquisitions, dispositions, equity and debt capital structure, and teasing insight out of mountains of numbers. Our data analytics, private marketplace, and in-house experts in all aspects of multifamily acquisition, disposition, and capital formation work on an integrated national level for buyers and sellers alike. There are no physical tours until the first set of offers is in to avoid wasting either party's time. With the abundance of data and an increasingly competitive landscape investment firm must now evaluate deals outside of their local markets, traveling to tour ahead of initial pricing discovery is simply outdated, expensive and inefficient.

For those using a 1031 strategy, integration is key because they are, in turn, buyers and sellers. Offerd is the only firm that has a private buy-side marketplace to expose pocket-listings - those deals for which sellers wish to not broadly market and represent

themselves - efficiently to clients based on their precise acquisition criteria. Offerd also tracks every publicly brokered deal proving a one stop solution to access the largest amount of inventory. With a click of a button an investment firm can engage Offerd to get pricing guidance, underwrite and pursue their deal of choice. An analyst, director of acquistions and data feed all in one - paid at closing and capitalized into the deal rather than fixed and expensive overhead. Add to that our private marketplace, ability to sort by an immense set of characteristics and parameters of properties and buyers, and our full team of acquisition professionals with experience in every facet of the industry, we can identify properties or buyers that are ideal 1031 candidates.

Offerd also helps provide multifamily groups leverage for larger deals. We have a partner program to coordinate the acquisition of substantial properties among multiple multifamily groups. Our Offerd Capital Management subsidiary can partner with select groups to purchase assets as a co-general partner. In these cases, Offerd splits pursuit costs and the GP equity investment and can help structure the limited partner stack. We find the asset and the co-sponsor is the asset's operating partner.





More Assets, More Information, More Transactions

Offerd provides a broad mix of technology savvy, aggressive outreach, industry experience, negotiating skills, a research platform, data analysis, and industry connections, and most importantly a stable of professional acquisition and disposition executives focused solely on your success.

On the acquisition side, the strategic boost starts with data. The multifamily sector has a robust information ecosystem, with huge volumes of data on all properties — pre-

screened, refined and updated constantly. However, this data is largely raw. The financial details and physical characteristics must be balanced with expert analysis to eliminate prospects that fall outside selected criteria. Offerd brings you greater attention, capability, and capacity at a fraction of the cost of building such capabilities in-house and capitalizes costs at the time of acquisition. We deliver a better deal flow and, ultimately, better deals.

Multifamily Brokerage Reimagined





You get a dedicated and expert resource with national reach, a vastly increased slate of capabilities, and a dynamic relationship. Data analysis allows us to target potential acquisition properties that most closely meet an operator's strategic goals. And we offer financing solutions that can seal the deal without adding so much in financing costs as to make the outcome fruitless. That is why we have a capital markets group that understands funding and capital stack formation, from equity to debt, from major banks to regionals to alternative sources such as debt funds and insurance companies.

For dispositions, you need a way to identify and qualify potential buyers. Offerd provides three ways to sell your assets, from private to fully public.







Owner-Controlled Off-Market Transactions

Of all the business done in multifamily, half comprise owner-controlled Off-market transactions. Sellers who are comfortable representing themselves often would rather avoid brokerage fees but still want exposure to a broad market. Buyers want to learn of all the available properties.

Offerd's private marketplace, in combination with our other services, provides the solution.

Our deep information on local market conditions and properties, supported by visually driven analytics and deep data science expertise gives owners an objective sense of values and competing offerings, important for developing or updating a divestment strategy.

Then, the private marketplace puts both sides together. Property owners can manage the sell-side — including letters of intent, purchase and sale agreements, and negotiations — and still get exposure to the right groups. These highly qualified buying groups come to the marketplace for the extensive set of assets that even the most dedicated and sophisticated investment firm cannot readily gain access to. Our executives are in the market every day. They talk to owners, accumulating data on region and even neighborhoods; access local conditions to predict growth patterns; and prepare information to refine and present to investors.



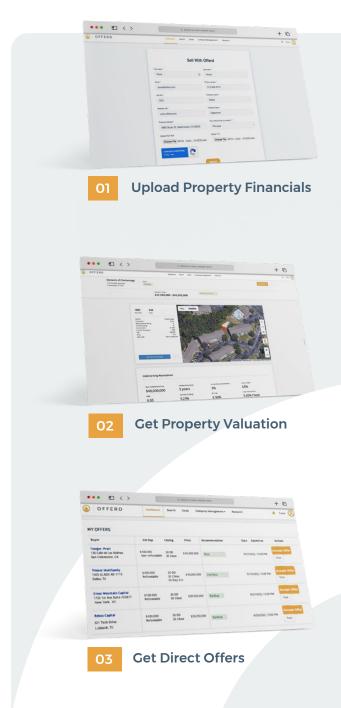




A Quieter (and still effective) Listing Solution

Quieter can be even more effective than the traditional loud and broadly marketed process. Many top investors simply do not participate in the over exposed marketed process. They look for a more refined process, personal outreach, abhor listings on the major portals and the three rounds of best and final. And while still competitive, Offerd has developed a targeted marketing process. No listings on public portals or websites. Yes, an OM and direct outreach to pre-screened buyers distilled down based on their portfolio and buy-side activity. Offerd tracks and profiles all ownership groups in the country and uses that data to help find the most motivated buyers looking for the specific asset you want to sell. We market to these highly refined groups, making direct outreach to alert them to the sale of your property. This semi-private process gets you exposure to a tight group of likely buyers, competitive offers, and the best price, while selectively exposing your asset to avoid upsetting your ongoing operations for the endless tours that occur during a fully public process.

Reducing seller friction via a private digital marketplace.









A Better Public Listing Process

If you require want the broadest exposure, we take the targeted listing process and add broader exposure a property listing on the most trafficked public listing portals as well as an email marketing campaign to all of the relevant 80,0000 multifamily contacts in our database. This ensures we hit every potential buyer possible. Offerd differs from the typical industry approach in several ways, including the creation of a fully digital and interactive Offering Memorandum and not allowing tours until after the first call for offers. The groups allowed to tour will have been well vetted and will have submitted offers within acceptable pricing expectations. This greatly minimizes stress and disruption to your staff and operations.



Streamlining deal flow and financing for buyers. Search Marketplace **Analyze Properties Make Offers**



When Process Meets Strategy

Rather than a series of opportunistic and disjointed services, Offerd provides a modern integrated service. It is not just data mining, or custom tools, or even established relationships with property owners, and capital markets. Rather, it is the synergistic combination of all of these.

For example, a given investor looking to acquire properties may come up with a plan that focuses on suburban Class A assets worth \$60 million to \$80 million in the top 12 markets with a 5% or greater capitalization rate. Then the adjustments begin. Knowing the line between 3% and 6% in each market's transaction velocity is critical. Offerd builds valuation models, suggests the number of viable transactions, and makes recommendations on every aspect. These analytics help define the target market, capital deployed and transaction volume — and it may mean switching from workforce housing in one region to high-yield assets in another.

Offerd develops rental growth projections on a one-, three- and five-year basis through detailed analysis at the MSA and submarket level. Many available data points help profile multifamily performance: occupancy rates, demographic changes, personal incomes, home values, population growth forecasts for the entire zip code, the job proximities index, school proficiencies, crime, unemployment, predominant occupational classes, socio-economic factors, competitive offerings in the multifamily inventory and more.



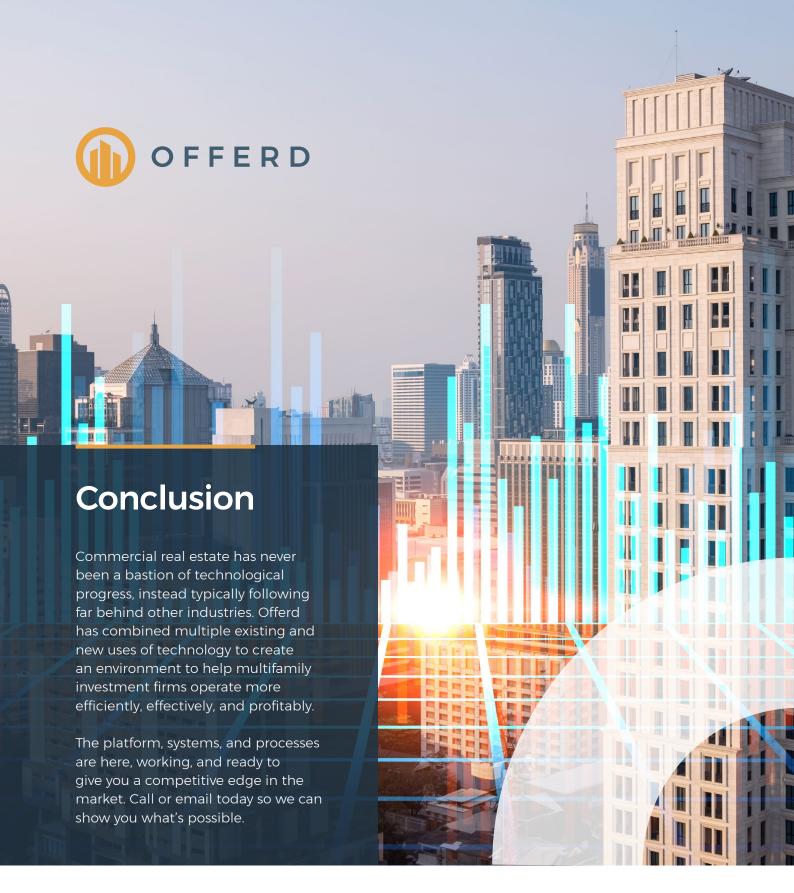


The intention is to identify which kind of multifamily property in each region, within a specific price range can offer the best return in a particular time frame. Offerd casts a net wide enough to find hidden gems, but with specified boundaries to prevent wasted time and resources. We zero in on particular regions, develop the optimum target list, methodically source multiple opportunities and launch negotiations.

That's why Offerd tracks 140,000 assets around the country. For investors, the hard work is done before the search begins. For property owners and sellers, the most difficult stage of marketing — finding potential buyers — is waiting for them.

Streamlining multifamily acquisitions and dispositions with strategic co-investing.





Offerd is here:

Call for a free preliminary consultation at **512 234 3394** or get in touch through **contact@offerd.com**