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Proof- of- Concept



Real Estate
INVESTMENT
MANAGEMENT
SERVICES

We don't hit homeruns. We hit singles and doubles...
and we never, ever stike out.

Problem

Flipping homes on a large
scale under all economic
conditions

Problem 1

Flippers **overestimate** how much they can sell the property for: the After Retail Value (ARV). This affects their profit.

Problem 2

Flippers **underestimate** the cost and time of the rehab. This affects their profit

Problem 3

Flippers aren't in a position to hold and rent properties under **bad economic conditions**.



Solution 1

The REDMS manages and shifts risk



Solution 2

It's a "Worst Case Scenario" model



Solution 3

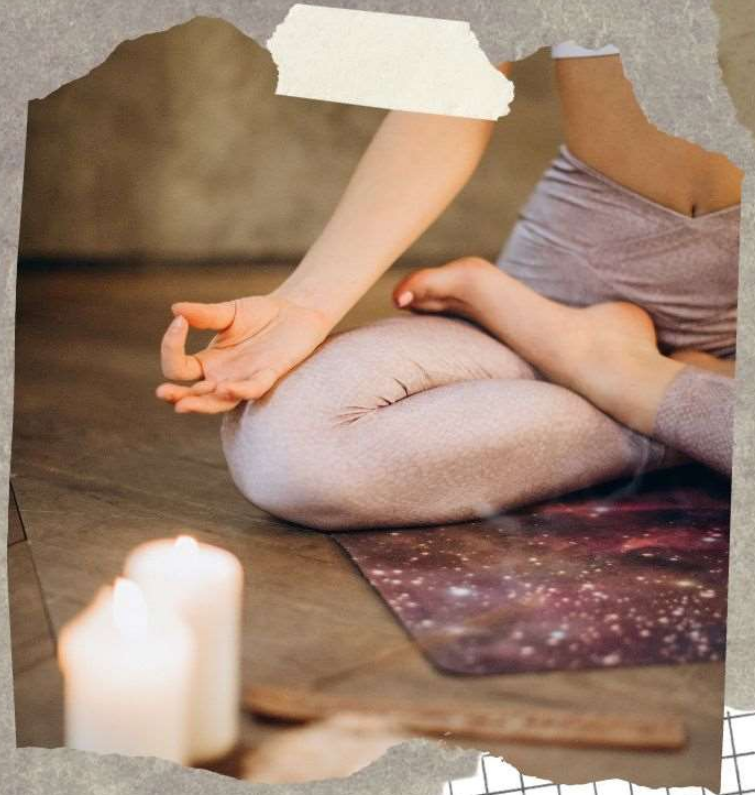
We use a "Closed Sales System" to insulate each deal from market forces

The Utopia

The Real Estate Deal
Management System
(REDMS)

Proof-of-Concept

Purchase, rehab, and sell a single distressed property in Detroit using the REDMS, as well as a closed sales system we developed.



What's the REDMS?

The REDMS is a system for managing and shifting risk, while using leverage, to generate at least a double-digit return.

Initial
Development

2017



Fine Tuned
for Detroit

2021



First
Client

2023

Timing

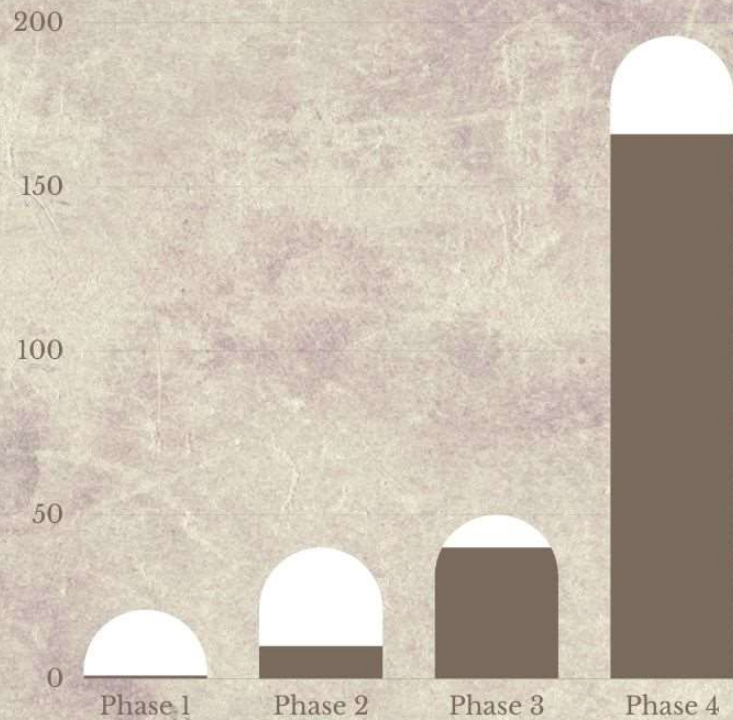
Investors are able to receive a rent-to-price ratio of at least 1.4% and a cap rate of at least 10%.

Reason 1

Investors are able to purchase and rehab a distressed single-family property for no more than \$55,000 that can rent to a Section 8 tenant for at least \$1,000/month.

Reason 2

The REDMS is able to identify properties where the buy and hold investor is able to generate at least a 10% ROI, even with hard money loan terms.



System for Scaling

We have developed a 4-phase system for scaling the REDMS from 1 proof-of-concept project in the first month to 133 housing starts per month by the 12th month.

Target Market

We target out-of-state investors who want to own investment property in Detroit.

Target Market 1

Our Retail Investors earn at least a 10% cap rate when buying a turnkey rental property that generates \$1,000/month for around \$70,000.

Target Market 2

Our Traditional Investors earn at least a 10% ROI when flipping (or holding and renting) a rehabbed distressed property for no more than \$55,000.

Size the market

With more than 80,000 vacant lots or distressed properties in Detroit, our goal is to acquire and rehab 10,000 units over a 3-year period with 2,000 units in the first year.

80,000

Total Available Market (TAM)

10,000

Serviceable Available Market (SAM)

2,000

Serviceable Obtainable Market (SOM)

The Team



Michael Evans
President



Sallye Holmes
Treasurer

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