

# Step 2: Create Your Money Magnet Pitch Book & Marketing Collateral

Credibility Kit & Proof of  
Funds Business Packet

Credibility Kit &  
Proof of Funds  
Business Builder



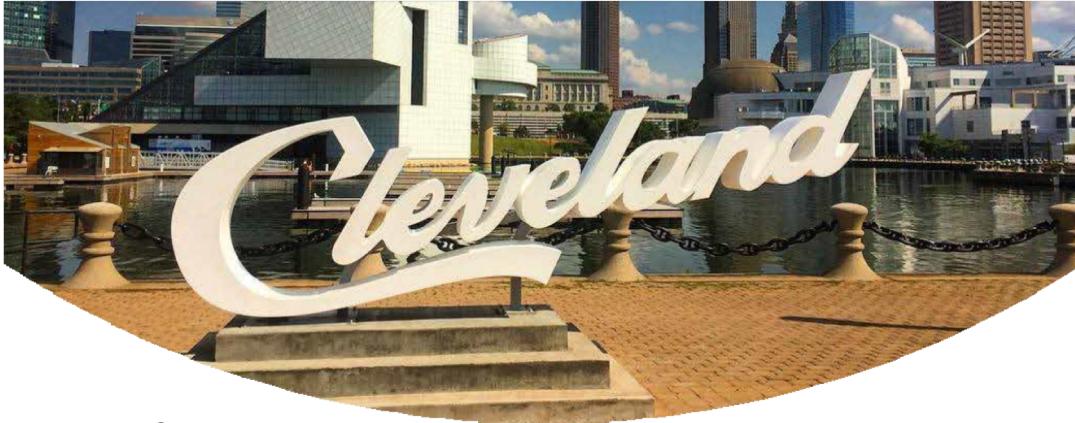
# Multifamily Real Estate

## Investing Solutions



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[FreelandVentures.com](http://FreelandVentures.com)

# Credibility Kit & Proof of Funds Business Builder



## Who We Are



Freeland Ventures was founded in 2015 by CEO Josh Cantwell and CSO Glenn Lytle, with a focus on high quality, turn-key real estate investing and lending solutions. The company quickly expanded into multi-family as the core growth strategy, continuing to provide reliable passive investment options for investors as well as a significant focus on managing 100% of the acquisition, property management and construction process under Freeland Ventures. In 2018, experienced real estate investor Tyler Brummett joined the Freeland team, managing Freeland Properties with a specific focus on acquisition and property management. Josh, Glenn, and Tyler have extensive real estate investing and private lending experience dating back to 2001, and collectively have been involved in over 1,500 real estate transactions as multi-family owner/operator, investor, private lender, loan originator, debt financier, or equity capital partner. Freeland is headquartered in Cleveland, OH and is backed by a team of industry leading professionals that bring bold authenticity, integrity, and commitment to excellence as one of Northeast Ohio's leading real estate investment firms.

### **Our Experience**

Freeland Ventures currently owns more than 3,000+ units of apartments. Our company has also managed its own diversified high-yield debt funds since 2015. We have underwritten, originated, structured, and funded more than 450+ residential and commercial private loans and equity investments for other investors and real estate entrepreneurs nationwide.

### **Our Core Business Strategy**

The core business strategy for Freeland Ventures is to identify off-market, undervalued, value-add, Class B apartment buildings to invest in and owner/operate. Purchasing and operating these secured physical assets, we underwrite conservative high-yield private investor equity investments and private money loans alongside 1st mortgage senior debt from bridge lenders and agency lenders like Fannie Mae and Freddie Mac. This creates stable, strong secured returns for passive investors.

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## Decades of Investing

Having been investing since 2001, we have operated through multiple market cycles. We are real estate investors and operators using technology to provide unwavering due diligence and investment opportunities. Investors can benefit from our “boots on the ground” market research, information, and investing techniques.

Freeland Ventures provides investing opportunities and a wide array of options, with these potential benefits:

- Asset Diversification
- Ordinary Income
- Preferred returns
- Appreciation and Capital Gain Income
- Depreciation Tax Benefits
- Cost segregation Tax benefits
- Equity and Partnership Opportunities
- Debt Investments: Notes and Mortgages
- Diversified Fund Investments

## The Freeland Ventures Difference

Freeland Ventures believes in selecting the best properties to invest in. This starts with disciplined underwriting and due diligence on the multi-family asset. We select properties with high occupancy that are undervalued. We create a custom value-add business plan for each asset. Then, we force the appreciation through value-add execution, upgrading units and commons, adding amenities and increasing revenues.

We also select JV partners who are successful, competent, hard-working, and enthusiastic investors who truly know and understand our business model.

We apply our “value-add/value investing” approach to every deal we own/operate, invest in or fund. We take this responsibility very seriously.

Our executive team understands market cycles, that real estate is extremely “local,” and that each market is different.

Our focus is on buying, owner/operating and funding undervalued multi-family assets with reposition “value-add” opportunities and strong income potential.

Freeland's integrated vertical business model allows us to buy the asset in a special purpose entity, handle the improvements through Freeland Construction, manage the building through 950 Management and keep investors updated through Freeland Capital Management, all working together to create a seamless business model.

## Core Values

- We provide strong, reliable, and consistent passive investment opportunities for all our investors.
- We provide tenants with clean, quality, upgraded, affordable housing that feels like home.
- We provide a fun, happy, healthy environment for staff and team members who are focused on getting results for tenants, passive investors, and shareholders.

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## Multifamily Portfolio: Owned Properties



### **220 Brookside Oval Way and Shady Cove**

#### **•Cleveland and Lakewood OH**

220 unit Apartment Complex, acquired in December 2021

Purchase Price	\$14,650,000
Capital Improvements	\$1,800,000
NOI	\$1,190,000
Cap Rate	9%
Stabilized Value	\$21,100,000
Equity	\$4,500,000
Refi Proceeds	\$300,000
Projected Cash Flow	\$380,589

### **Stuart House Apartments •Cleveland OH**

296-unit Apartment Complex, acquired in April 2022

Purchase Price	\$16,300,000
Capital Improvements	\$2,550,000
NOI	\$1,625,000
Cap Rate	8.5%
Stabilized Value	\$27,250,000
Equity	\$6,900,000
Projected Refinance Proceeds	\$400,000
Projected Cash Flow	\$397,000

### **Valley Park and Plaza Apartments •Cleveland OH**

170-unit Apartment Complex, acquired in November 2021

Purchase Price	\$9,000,000
Capital Improvements	\$1,000,000
NOI	\$804,694
Cap Rate	11.3%
Stabilized Value	\$11,500,000
Equity	\$3,575,000
Refinance Proceeds	\$400,000
Cash Flow	\$235,000

### **Marshall Place Apartments • Downtown Cleveland OH**

41-unit Apartment Complex, acquired in October 2022

Purchase Price	\$5,900,000
Capital Improvements	\$700,000
NOI	\$650,000
Cap Rate	9.2%
Stabilized Value	\$9,950,000
Equity	\$2,800,000
Refinance Proceeds	\$300,000
Cash Flow	\$176,000

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## Multifamily Portfolio: Owned Properties



### **80 Maple Apartments •Cleveland OH**

80-unit Apartment Complex, acquired in September 2020

Purchase Price	\$3,745,000
Capital Improvements	\$350,000
NOI	\$380,000
Cap Rate	9%
Stabilized Value	\$6,100,000
Equity	\$1,500,000
Projected Refinance Proceeds	\$150,000
Projected Cash Flow	\$110,589

### **Heights Apartments •Cleveland Hts & Shaker Hts OH**

164-unit Apartment Complex, acquired in August 2019

Purchase Price	\$9,200,000
Capital Improvements	\$410,000
NOI	\$924,000
Cap Rate	6.5%
Stabilized Value	\$14,250,000
Equity	\$4,220,000
Projected Refinance Proceeds	\$800,000
Projected Cash Flow	\$217,400

### **Westwind Apartments •Albany GA**

200-unit Apartment Complex, acquired in April 2019

Purchase Price	\$5,350,000
Capital Improvements	\$1,500,000
NOI	\$804,694
Cap Rate	11.3%
Stabilized Value	\$11,500,000
Equity	\$4,375,000
Refinance Proceeds	\$1,500,000
Cash Flow	\$217,032

### **Crosby Park Apartments •Lawton OK**

216-unit Apartment Complex, acquired in May 2019

Purchase Price	\$6,170,000
Capital Improvements	\$1,193,750
NOI	\$737,659
Cap Rate	9.8%
Stabilized Value	\$10,540,000
Equity	\$2,990,000
Refinance Proceeds	\$360,000
Cash Flow	\$213,507

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## Multifamily Portfolio: Owned Properties



### **South Mock & Vista Pointe • Albany GA**

492-units, 2 Apartment Complexes, acquired in August 2019

Purchase Price	\$20,000,000
Capital Improvements	\$1,253,000
NOI	\$2,283,811
Cap Rate	10.5%
Stabilized Value	\$32,270,000
Equity	\$13,550,000
Refinance Proceeds	\$2,970,000
Cash Flow	\$647,742

### **Ashley Woods & Whispering Woods • Macon GA**

204-unit Apartment Complex, acquired in November 2019

Purchase Price	\$12,750,000
Capital Improvements	\$1,686,000
NOI	\$1,319,089
Cap Rate	8.9%
Stabilized Value	\$21,110,000
Equity	\$6,270,000
Refinance Proceeds	\$990,000
Cash Flow	\$328,168

### **Georgia Plains Apartments • Multiple locations in GA**

703-units, 5 Apartment Complexes, acquired in June 2018

Purchase Price	\$9,600,000
Capital Improvements	\$1,017,500
NOI	\$2,800,000
Cap Rate	11.7%
Stabilized Value	\$40,300,000
Equity	\$16,200,000
Refinance Proceeds	\$6,100,000
Cash Flow	\$874,000

### **Northwest Albany Apartments • Albany GA**

407-units, 3 Apartment Complexes, acquired in December 2018

Purchase Price	\$14,611,000
Capital Improvements	\$1,017,500
NOI	\$2,221,497
Cap Rate	14%
Stabilized Value	\$30,640,000
Equity	\$14,740,000
Refinance Proceeds	\$5,548,000
Cash Flow	\$760,000

# Credibility Kit & Proof of Funds Business Builder

## Core Competencies



Freeland Ventures has acquired, renovated, manages, and holds more than 3,000+ apartment units—valued at over \$225,000,000. Our business model allows us to oversee all asset and project management, ensuring a consistent, value-oriented approach that drives success.

By bringing together extensive market research and proprietary data, Freeland Ventures is best positioned to analyze market cycles and anticipate trends in any market. We follow a thorough and data-driven approach for each investment, and always aim to deliver low-risk, high-return opportunities.

Freeland Ventures seeks to develop investment partnerships anchored in trust, transparency, and a clear-cut alignment of interests. It's a simple framework that encompasses every conversation, every communication, and every investment opportunity.

We acquire most of our deals off-market, typically direct to the seller, which provides an added layer of value to our investors and partners. We implement targeted direct marketing aimed at building owners and property managers, while continuing to work with teams of brokers, lenders, local professionals, and other key industry contacts to identify these properties before they hit the market.

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## Meet Our Executive Team

Our executive team has spent years acquiring, funding, repositioning, and managing diverse real estate assets and investments. Together, these investments represent a combined portfolio of over 3,000+ units of apartments valued at \$275,000,000 and growing.



**Chief Executive Officer,  
Freeland Ventures**



**Chief Strategy Officer,  
Freeland Ventures**



**COO/ President of Asset Management,  
Freeland Ventures**

### **Josh Cantwell**

manages over \$100M in private money, which is deployed into multifamily real estate and apartments. He has been involved in 1,000+ wholesale, rehab, rental, foreclosure, and apartment transactions, and currently holds a portfolio of over 3,000+ cash-flowing apartments. He is the founder and CEO of a variety of successful businesses including Freeland Ventures and Strategic Real Estate Coach.

### **Glenn Lytle**

has been investing in real estate for over 15 years and co-founded Freeland Ventures with Josh Cantwell in 2015 as a partner to manage investor relations and help drive private equity investments. He has ownership in over 3,000 rental units and also manages over \$34M in private investments, which has funded over 350 fix and flip, rental and small balance commercial deals during that period. In addition to real estate and capital management, Glenn has held executive leadership roles in some of the largest, fastest growing telecommunications companies in the US. and has built and rebuilt multiple sales and operations teams and organizations in various regions and industries.

### **Tyler Brummett**

is responsible for scaling Freeland's real estate portfolio and overseeing budgets, expenditures, and property management. He is also responsible for sourcing, reviewing and negotiating all of the real estate opportunities, and is the primary contact for acquisitions and possible joint venture opportunities. He brings 9 years of sales and lending experience in residential, commercial, and private equity, 6+ years running his own real estate investment companies, and 7+ years being a director for the nation's largest mortgage lender. In 2019, Tyler was nominated by Crain's Cleveland Business "Twenty in their 20's" as a rising star of top professionals in Cleveland.

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# Multifamily Real Estate In Today's Market

The 2008 recession pushed more and more Americans away from traditional home ownership and, today, the effects are still being felt, especially on the millennial market. In short, there is always—and will always be—a large demand for well-priced rentals in key markets.

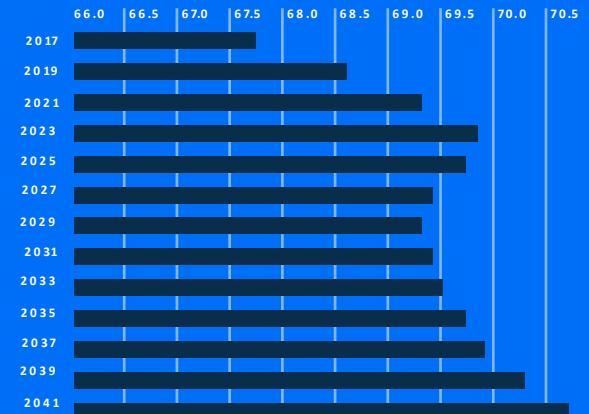
Freeland Ventures and our investors are focused on leveraging targeted opportunities within the multifamily sector. By acquiring strategic properties, our organization is able to deliver stable cash flow and long-term appreciation, without the risk or the guesswork.

## Renters at Every Age & Stage

Seeking to downsize, early stage Boomers are scooping up leases, with many looking to shorter-term temporary rentals in cities, college towns and vacation hotspots. On the other end of the spectrum, millennials are in search of long-term rentals which better enable them to set down roots and start families in choice communities. Neither necessarily wants to buy—many adopt a “try-before-you-buy” approach or, simply, don’t have the resources to make a home purchase. But at the same time, both want to define “home” on their terms. At the moment, that means a quality rental.

## Trending Rentals

Multifamily investments continue to be controlled by thirty to forty year demographic cycles, versus traditional seven to eight year economic cycles.



The 20-34 age group is the single largest age group that rents

There are over 67.5 million people aged 20-34 in U.S.

Currently, 60-70% of those people rent

The number is expected to grow over the next 30 years

Source: US Census Bureau

# Credibility Kit & Proof of Funds Business Builder



# Investment Strategy & Execution

## Acquisition Strategy

Once acquired and funded, Freeland Ventures focuses on renovating and stabilizing investment properties. By drilling down on these often-distressed properties, we're able to acquire high-value, high-demand properties in prime locations which, post-rehab, command significant rental income month after month, year after year.

## Target Properties

- "Distressed" "B" Class apartment buildings requiring cosmetic upgrades, modernized unit turns, updated amenities, software integration for tenants and high touch management
- Under-performing properties with market and/or management-related challenges
- Off-market opportunities and direct-to-seller opportunities that can be negotiated directly with owner(s)
- Primarily focused specifically on Northeast Ohio Assets in the Cleveland, Akron and Canton markets
- Secondarily focused on strategic markets throughout Ohio such as Columbus, Dayton, and Cincinnati
- Thirdly partnering with JV partners throughout the Midwest and Southeast

To that end, our strategy typically centers on secondary & tertiary markets with sizeable populations, and steady economic growth. We anticipate these areas to increase in growth, opportunities and rental needs over time, making them ideal markets for pursuing multifamily investments. As interest rates and housing prices continue to climb, this will enable our investments to remain competitive with high-return potential.

# Credibility Kit & Proof of Funds Business Builder

## Buying Criteria

Whether you're coming to Freeland Properties, LLC as a passive investor, buyer, seller, or real estate broker/agent, you'll want to know how we run our business and the properties we buy, own/operate, and invest in. It's important to us to show transparency, integrity, and accountability as part of our core values. To keep our reputation as Ohio's leading real estate investment solutions company, we need to follow strict purchasing criteria. Here's your opportunity to look "under the hood" at our criteria.

### What We Buy

Our primary aim in buying properties is Class B real estate. These Class B properties are typically found in neighborhoods with growing desirability, stable employers, middle incomes, and well-regarded school systems. We look for value-add properties. We work with sellers and brokers who have off-market properties and want a quick, discreet sale with confidence that buyers can close.

#### Ohio Properties

*Do you own apartments or multi-family in Ohio? Have a property for sale? Or a client who's selling? We're buying them!*

We look for value-add commercial apartment buildings as well as residential multi-family properties (2-4 units) in the sub-markets around:

- Cleveland
- Akron/Canton
- Columbus
- Dayton
- Cincinnati

For the areas' larger commercial apartment buildings, we look in the range of \$2M and up. Properties with 40 - 500 units fall into this category. For residential multi-family, our price range is \$75k-250k. These properties should have 2-4 units to qualify.

Ohio Property Criteria	
Residential multi-family	Commercial apartments
\$75k-250k	\$2M+
2 - 4 units	40 - 500 units
Class B properties and in Class B areas	
Value-add	

Overall, we look for cash-flowing apartments and rentals, primarily in Ohio. Our goal is to buy, stabilize, increase rents, refi, and pay off with lenders and investors quickly—typically within 18-30 months or less! We then hold the property to create long-term wealth for us and our investors.

### Why?

These criteria help us stay true to our core values. We look for that good initial cash flow to provide stability in financing. That cash flow lets us quickly make the property improvements needed to stay compliant. By purchasing with a bridge loan or Fannie Mae/Freddie Mac permanent loan, we are better able to keep our investors' preferred returns at 8-10% until refi. That way, we can provide financial security and freedom for our passive investors with a growing return on investment each year.

# Credibility Kit & Proof of Funds Business Builder

## Project/Transactional Life Cycle

### Step One



#### Property Discovery & Acquisition

Once we've identified potential opportunities, our expert team filters based on key factors—including price, location and asset quality. This process ensures we only acquire investment properties that meet our goals and expectations, and that will pass the stringent underwriting process that follows.

### Step Two



#### Underwriting & Funding

The initial underwriting process kicks off with our comprehensive 53-step extensive due diligence schedule that taps into our extensive structuring expertise. From onsite inspections to a financial deep dive to mitigating potential risks while maximizing rewards, we dig deep on each potential deal, with only the most qualified moving forward to be approved for funding and purchase.

### Step Three



#### Renovations, Property Development & Ongoing Value Add

Freeland Ventures focuses on renovating each investment property. To build value, our team is able to refresh or overhaul underperforming assets, which would drive up rents and increase interest. This immediately improves cash flow and long-term capital appreciation, while limiting ongoing maintenance expenses. This creates a more valuable asset for all parties.

Our partners and investors receive quarterly updates during the renovation process. Between these check-ins, our team is also available via phone or email as needed.

### Step Four



#### Stabilizing & Refinancing Assets

Once the property is stabilized for 90 days, we refinance the property with long-term financing at a fixed interest rate. At that time, we pay back the acquisition loan and equity investors in full. With long-term debt in place, investors maintain equity in perpetuity and receive quarterly cash flow distributions and property financial statements.

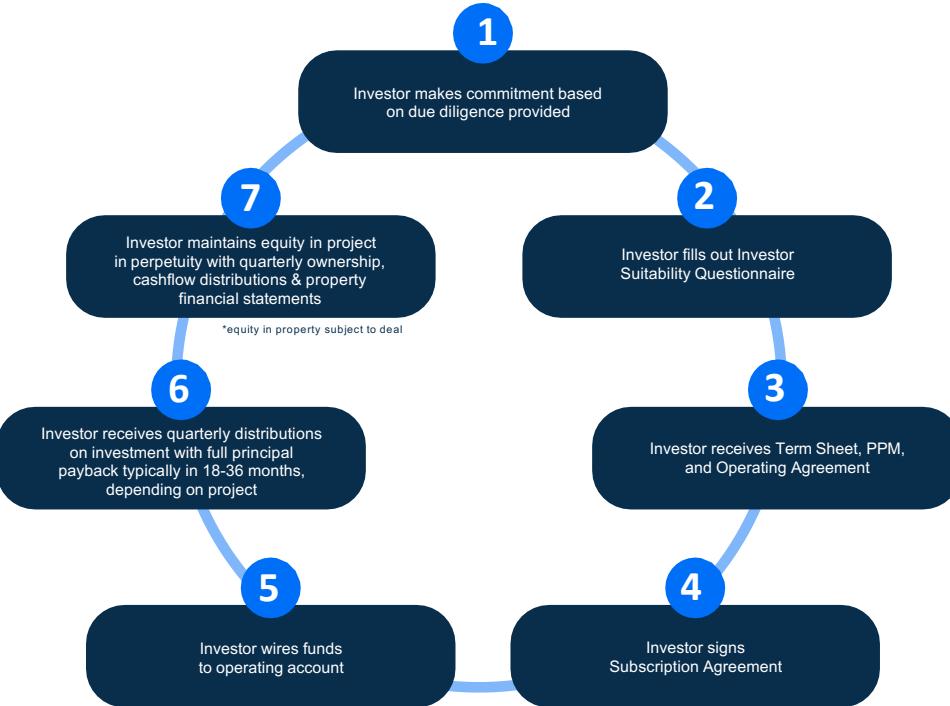
### Step Five



#### Managing & Operating Structured Assets

While choosing high-potential investment properties is essential, at the end of the day any asset can only perform as well as it's managed. At Freeland Ventures, we're invested in not just our properties but also in the systems, processes, and tools needed to successfully manage a portfolio of income-producing assets across multiple markets.

# Passive Investor Process



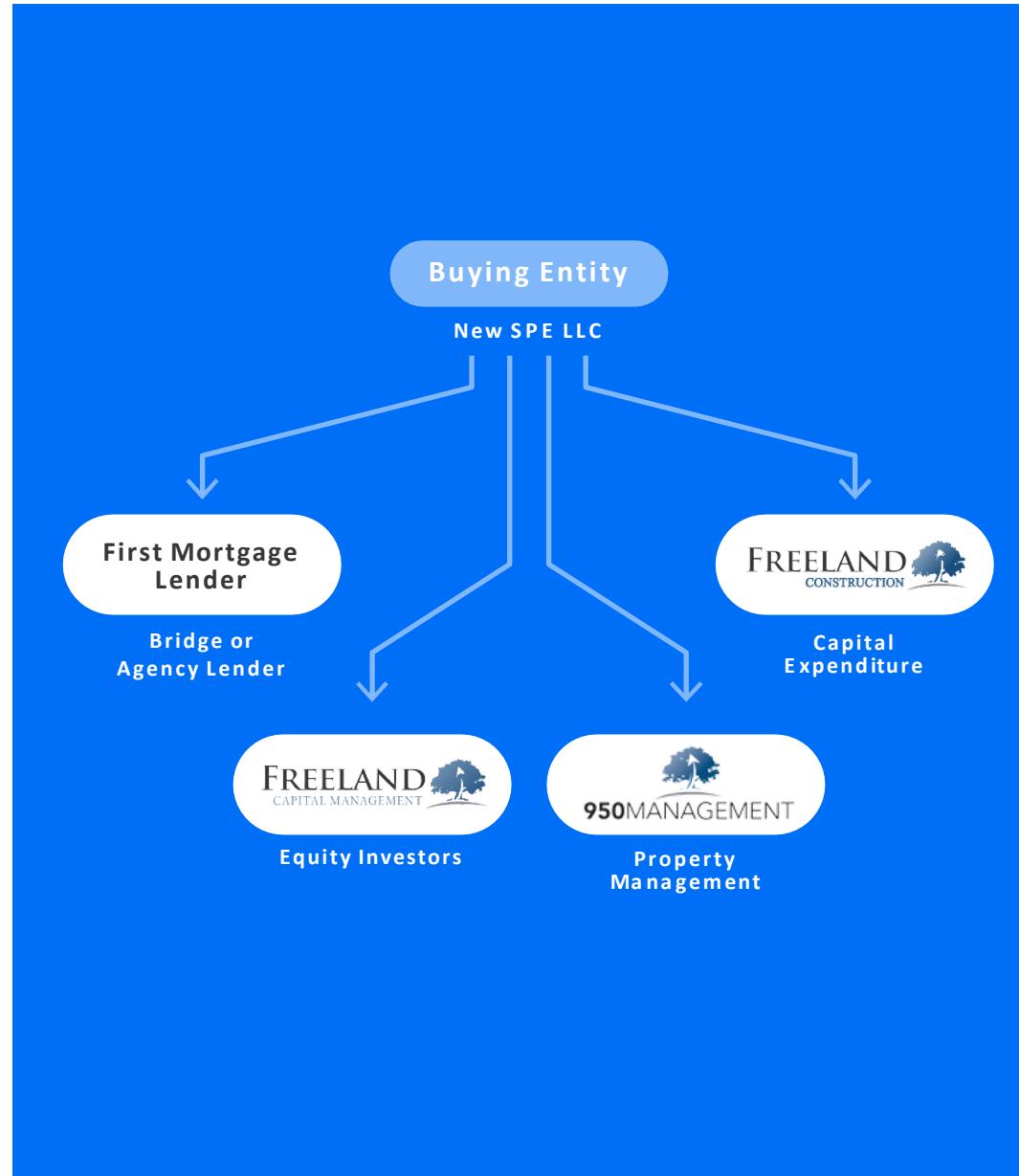
## Our Investors Are Protected

- Protected by insurance on property
- Secured through the Operating Agreement, Private Placement Memorandum and Subscription Agreement
- Secured as limited partners with no liability

# Credibility Kit & Asset Management Structure

## Proof of Funds

### Business Builder



# Credibility Kit & Proof of Funds Business Builder

# For More Information

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If you have apartment deals in Ohio: Cleveland, Columbus, Akron, Canton, Dayton, or Cincinnati let us know at  
[www.Freelandventures.com/criteria](http://www.Freelandventures.com/criteria) or send an email to [FreelandProperties@FreelandVentures.com](mailto:FreelandProperties@FreelandVentures.com).

Passive investors can learn more about how to invest and partner passively with Freeland Properties with our value-add apartments. Learn more and see our deals and offerings when you register on our investor portal. There is no cost and no obligation. Visit [www.freelandventures.com/passive](http://www.freelandventures.com/passive) to register and learn more.

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