



JARA
CAPITAL
PARTNERS



Jara Capital Partners, LLC.
Multifamily Investments

**FOCUSED ON VALUE-ADD INVESTING
STRATEGIES**

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OVERVIEW

- Vision and Values
- Our proven niche strategy
- Typical Investment Cycle
- How we're going to make money (exit strategy)
- Two ways investors get paid
- How we protect against a market downturn
- What are **your** personal goals?
- Are we a good fit for you?



Vision & Values



Be the most trusted real estate investment firm with over 10,000 apartment units under management and serving in the best interest of our stakeholders.



Integrity

Excellence

Prudence

Human-focused relationships

Deliver “Extra”

Investment Strategy

“Delivering Extra” is our motto

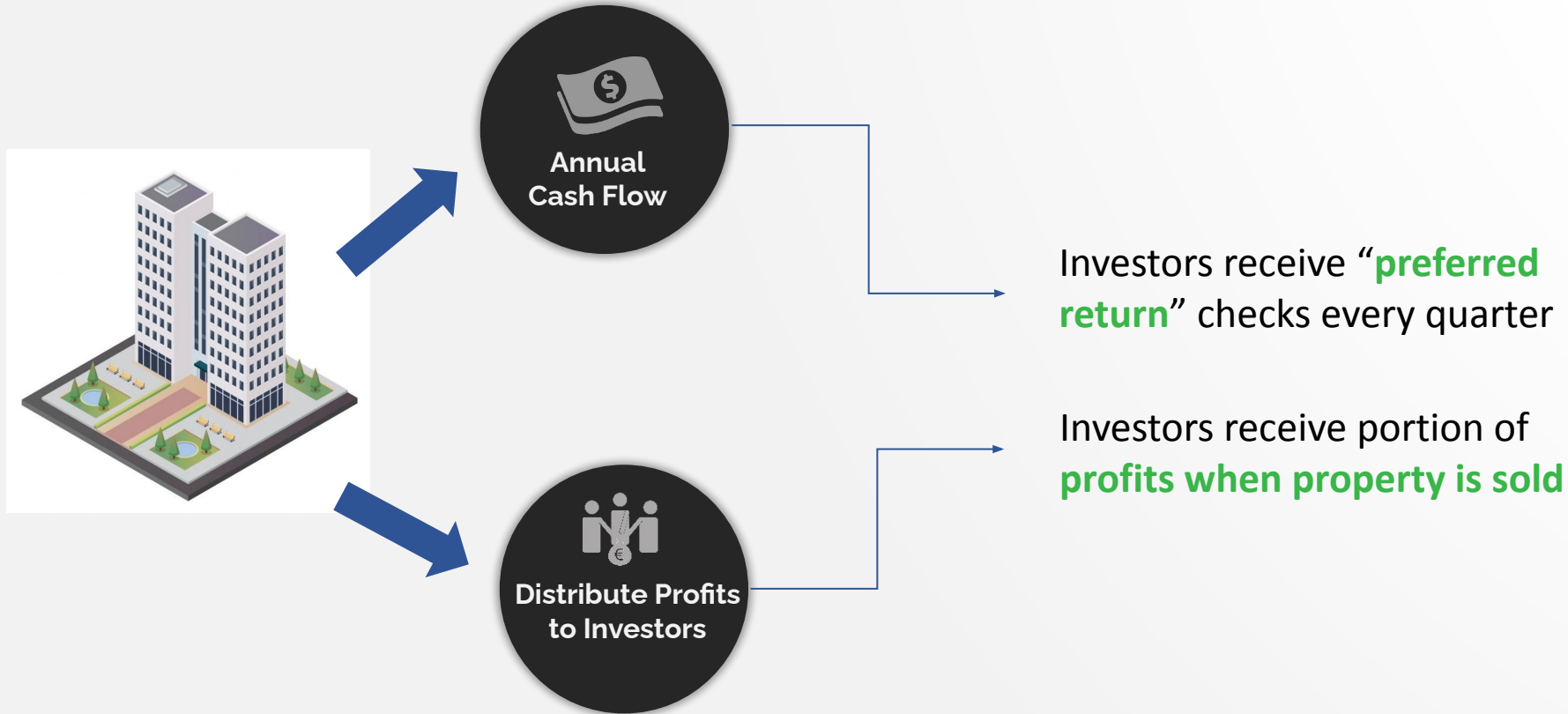
- **Acquire Class B and C multifamily assets** with value-add attributes in thriving neighborhoods and sub-markets
- **Execute renovation program** to increase rents and NOI and thus maximize property value
- **Maximize property operations** with superior local property management team
- **Exit strategy is to sell in 5 years (more or less)** once NOI goals are achieved or when sub-market has matured



Typical Investment Lifecycle



Cash Flow Distribution – 2 ways

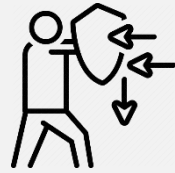


How We Protect Against a Market Downturn – 5 ways

Experienced
Team



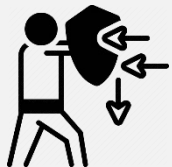
Long Term
Debt



Plenty Cash
Reserves



Conservative
Exit Strategy



Build Equity
w Value-Add



Why Invest in Apartments?



Dependable Income – Generating steady, strong, increasing, and partly tax-sheltered cash flow is the by-product of a well-run strategy for apartment building investing.

Asset Appreciation – By raising rental income on a consistent basis, making property improvements, being located in the best cities, and employing top-notch property management, your apartment building value can multiply over time.

Capital Preservation – It is said that 90% of the Forbes 400 index of the world’s wealthiest people either made or retained their wealth through real estate. But not just any real estate. These people own high-quality, income-producing real estate, like apartment communities.

Generational Wealth – superior returns due to a property’s combination of stable revenue (from rents), capital gains (resulting from increased property values), principal paydown (from renters paying down loans) and tax savings.

Demand – There is still an unfulfilled demand that is expected to be with us for a long time. Seventy-five million millennials plus another 75 million baby boomers is our “ace in the hole” – that’s our pool of renters. The apartment building investment business is poised to perform better than any other asset class because of this strong and predictable demand. More people are renting today than at any time in the past 51 years.

One Deal Is All It Takes – one well-executed apartment building investment can change your financial life and your family’s for the rest of your lives. Producing what is called “generational wealth” is what apartment building investors have been doing for decades.

Management Team



Caleb J. Solomon
Co-founder & Managing Partner

Caleb leads the marketing, operations management, and Investor relations for JCP. He is well-experienced in sales and operations with skills and expertise acquired during a 10+ year working history with many fortune 500 companies, including Amazon, Oracle, and Hewlett Packard.

Caleb holds a Chemical Engineering degree from Columbia University and a Chemistry degree from Morehouse College.



Toyyib A. Morakinyo
Co-founder & Managing Partner

Toyyib leads the deal acquisition, underwriting, and investor relations for JCP. He's well experienced in finance, business strategy, and management with skills and expertise acquired during a 10+ year working history with many fortune 500 companies, including Salesforce, AT&T, Raytheon Technologies

Toyyib holds a Mechanical/Aerospace Engineering degree from Rutgers University and a MBA in Finance & Strategy from University of Connecticut.

What Are Your Investment Goals?

- Cash Flow?
- Retirement?
- Concerned about job downsizing?
- Want to work less or have options to work less?
- College tuition for kids/grandkids?
- Nest egg for your golden years?
- Pursue a certain passion of yours?



Are you a good fit?

- If a deal comes about that fits your goals below:
 - 1. _____
 - 2. _____
- Can we count on you?
- If so, what amount are you comfortable investing initially?
- \$_____



Can we count on you?



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CONTACT INFORMATION

Toyyib Morakinyo

Co-Founder & Managing Partner

(862) 754-7881

Info@jaracapitalpartners.com | www.JaraCapital.com | Dallas, TX 75251

Caleb Solomon

Co-Founder & Managing Partner

(314) 224-2567