

# InvestReal

Data-driven Real Estate Marketplace

# Opportunity Zones

Created by the Tax Cuts and Jobs Act of 2017, to direct capital for development of low-income communities

- Invest capital gains in an Opportunity Zone (O-Zone) within 180 days after gains are realized
- Investors may choose from over 8,700 O-Zones across the country
- The asset must be significantly improved in order to receive tax benefits (new investment of at least 100% of initial depreciable basis)



Tax Deferral of capital gains



Tax Reduction on step-up in basis



Tax exclusion of new investment

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# Current Marketplace Challenges



## Handshake economy

Transactions sourced and executed only through existing networks, limited scope of deals



## Crowdfunding

Lack of control and difference of opinion over investment objectives and exit strategy



## Limited use of market data

No source of third-party validation and shortage of market analytics to support decision making



## Blind pool funding

Lack of flexibility to meet timeline objectives for incentive deadlines

# The InvestReal Difference



Simply connects  
OZ investors and  
developers



Singular asset  
project focus,  
non-  
crowdfunding



Facilitates  
communication  
and aligns both  
parties



Advanced  
analytics to  
validate strategy  
and long-term  
viability for  
development



# The Data

Easy to navigate source for intelligent data to fuel informed decision making

InvestReal Analytics uses artificial intelligence to compile and process thousands of data points into easily digestible information that is helpful for investors and developers alike

Proprietary technology maps exclusive investment strategies in Opportunity Zones, Zip Codes, and Metro Areas

Investors have access to complete assessment when choosing deals

Developers rely on big data to support decision making

# Data – Access 80+ Indicators

**Opportunity Zone Report**  
 OPPORTUNITY ZONE: 08001008353  
 ZIP CODE: 80019  
 METRO AREA: Denver-Aurora-Lakewood, CO

InvestReal provides users access to a wide range of indicators about every neighborhood in the country. We have selected some for you but if you want to dig deeper - [click here to browse through all available indicators.](#)



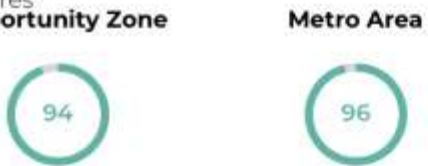
**Quality Of Life Score** ✕  
 Measures the social and economic wellbeing (incl. income, jobs, education, crime)



**Quality Of Life Trend Score** ✕  
 Measures the trend of the social and economic wellbeing



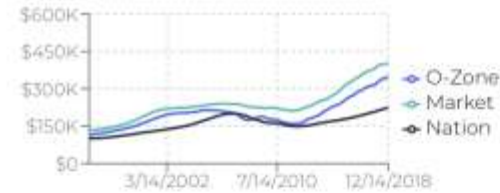
**House Value Growth Score** ✕  
 Estimates the long-term (10+ years) growth potential of house values by combining momentum, historical risk, and market health measures



**Rent Price Growth Score** ✕  
 Estimates the short-term (1 year) growth potential of rental prices by combining momentum, historical risk, and market health measures



**House Value History** ✕  
 Historical time-series of the House Value Index



**House Value Alpha** ✕  
 Measures the long-term excess return of house values relative to the national average



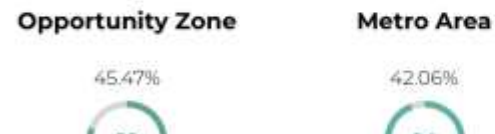
**Income Growth Rate** ✕  
 Annualized trend of the per capita income



**Median Household Income** ✕  
 Median annual income earned per household



**Share Of Bachelor's Degrees** ✕  
 Share of people with bachelor's degrees or higher



**Load More Indicators**  
 Click here to add or remove indicators from this report.



## Map

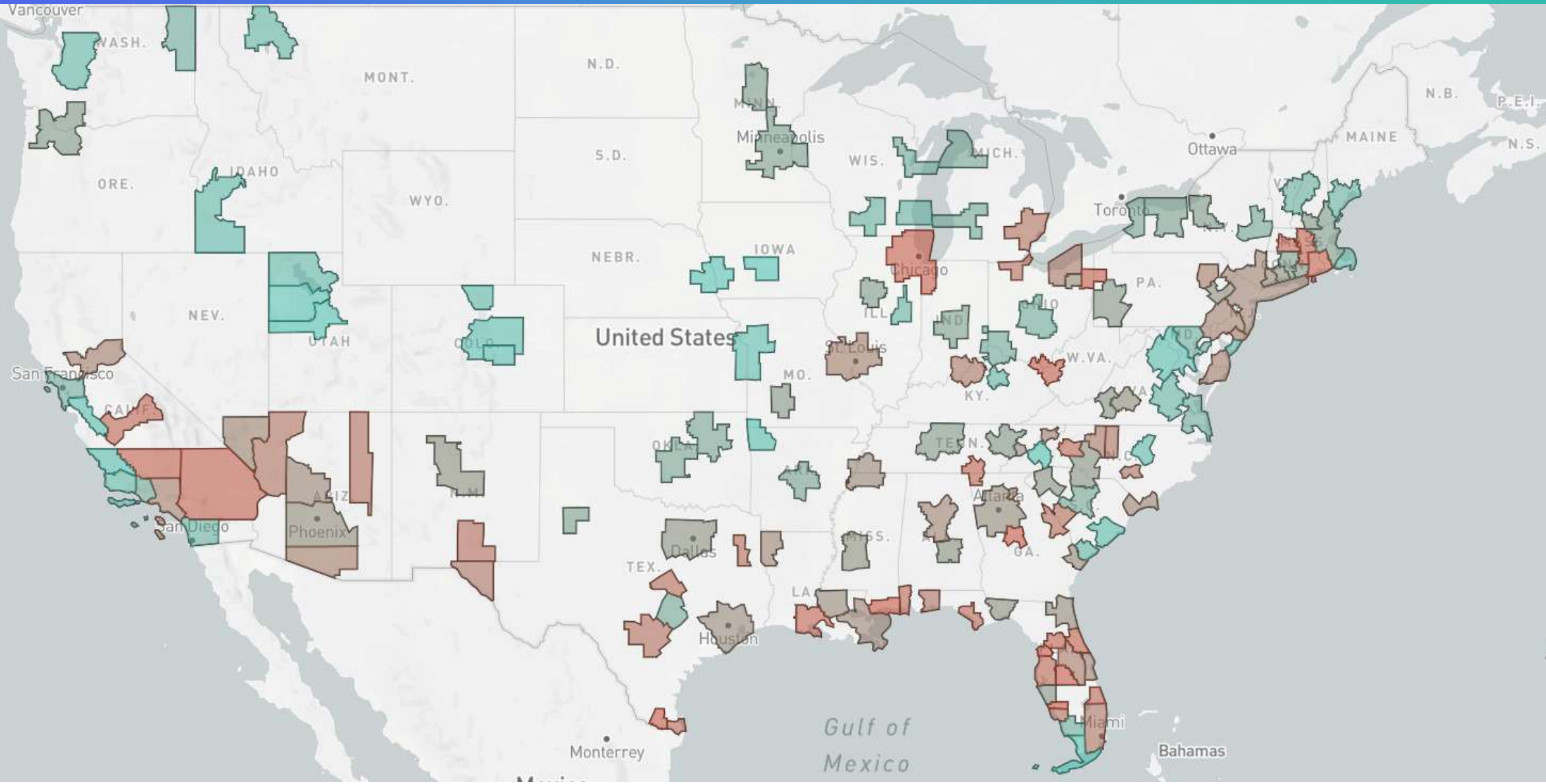
Visually compare geographical areas choosing from a robust menu of 80+ indicators

Select from Scores, Housing Stock, Income, Affordability, and other key metrics

Easily compare and select the best Opportunity Zones, zip codes, and metro areas to invest or develop

Have a clear understanding of each location based on facts

# Map - Visually Compare Areas of Interest







# Rank

Select up to 5 features to rank and compare Opportunity Zones, zip codes, and metro areas

Customizable tool that can be tailored to your investment or development strategy

Select up to 5 features (characteristics) from a pool of 20 to produce a list of locations ranked by how closely they fit your needs

Access a detailed report for each Opportunity Zone to make decisions supported by high quality data

# Rank - Generate a Rank Based on up to 5 Selected Features

## Rank

This tool provides you with a ranking of metro areas, zip codes, or Opportunity Zones based on a custom selection of features.

**Select up to 5 features** - the system will provide you with a list of areas that have the highest combined ranking across your chosen features.

|   |  |   |  |
|---|--|---|--|
| <input type="checkbox"/> High income                    | <input type="checkbox"/> Low income              | <input checked="" type="checkbox"/> Income growth         | <input type="checkbox"/> Population growth     |
| <input type="checkbox"/> Young people                   | <input type="checkbox"/> High population density | <input type="checkbox"/> Low population density           | <input type="checkbox"/> Employment growth     |
| <input type="checkbox"/> Education improvement          | <input type="checkbox"/> Crime improvement       | <input type="checkbox"/> House value momentum             | <input type="checkbox"/> House value stability |
| <input checked="" type="checkbox"/> Rent price momentum | <input type="checkbox"/> Rent price stability    | <input checked="" type="checkbox"/> Housing market health | <input type="checkbox"/> New buildings         |
| <input type="checkbox"/> Old buildings                  | <input type="checkbox"/> Affordability           | <input type="checkbox"/> Rent yields                      | <input type="checkbox"/> Close to city         |

Select the area type to rank

|             |           |         |
|-------------|-----------|---------|
| METRO AREAS | ZIP CODES | O-ZONES |
|-------------|-----------|---------|

## Rank

This tool provides you with a ranking of metro areas, zip codes, or Opportunity Zones based on a custom selection of features.

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| Market                      | Opportunity Zone | Income growth | Employment growth |
|-----------------------------|------------------|---------------|-------------------|
| Phoenix-Mesa-Scottsdale, AZ | 85006-1132.03    | 91 (7.73%)    | 23 (99)           |
| Phoenix-Mesa-Scottsdale, AZ | 85006-1133       | 93 (7.73%)    | 24 (99)           |
| Phoenix-Mesa-Scottsdale, AZ | 85006-1117       | 96 (7.73%)    | 25 (99)           |



# Segments

All Opportunity Zones were divided into 8 segments based on key metrics

Exclusive InvestReal Methodology

Takes into account key metrics: population density, income & income growth

Once selected a segment, it is easier to identify similar ones

# Segments – Filter Locations By 8 Unique Segments

## Opportunity Zone Segments

The InvestReal Analytics data platform calculates hundreds of indicators for each Opportunity Zone that measure a wide range of characteristics. The segment metrics summarize some of the key characteristics of the Opportunity Zones that belong to this segment.

### Urban Segments

|             |   |  |
|-------------|---|--|
| HIGH GROWTH | <b>Emerging Urban</b><br>High density areas with low income and high growth | <b>Strong Urban</b><br>High density areas with high income and high growth |
| LOW GROWTH  | <b>Slow Urban</b><br>High density areas with low income and low growth      | <b>Stable Urban</b><br>High density areas with high income and low growth  |
|             | LOW INCOME  | HIGH INCOME  |

### Suburban/Rural Segments

|             |   |  |
|-------------|---|--|
| HIGH GROWTH | <b>Emerging Suburban</b><br>Low density areas with low income and high growth | <b>Strong Suburban</b><br>Low density areas with high income and high growth |
| LOW GROWTH  | <b>Slow Suburban</b><br>Low density areas with low income and low growth      | <b>Stable Suburban</b><br>Low density areas with high income and low growth  |
|             | LOW INCOME  | HIGH INCOME  |

# Who is InvestReal?



Stefan  
Schimenes

**CEO**

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Built Airbnb LATAM operations and founded two successful marketplaces

Successful serial entrepreneur



Eric  
Kim

**COO**

eric@investreal.com

Seasoned in real estate investment, operations and capital markets

17 years in PE and investment banking



Gert  
Stahl

**CTO**

gert@investreal.com

Accomplished product manager in technology and data analytics

20 years of development experience.



Glenn  
Lowenstein

**Board Member & Advisor**

glenn@investreal.com

Co-founded Lionstone Investments, former CIO of Hines

\$20B+ USD in real estate transactions

# Contact

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