

## Market Opportunity

The market opportunity is vast and growing for Florida Land Investments (FLI). There has never been a better time to be involved in the Build-to-Rent (B2R) Single family home development industry. Low interest rates, rising home prices, and the growing need for affordable rental housing across the United States has pushed the industry into new heights. The Company's latest residential real estate development, West Lake, is located just outside of Gainesville, Florida. There are several factors pertaining to the Company's industry along with its chosen location that make a compelling case for its future operations.

### A Growing Industry

**The Company competes within the growing Housing Developers industry, which is expected to be worth a \$166.1 billion market for FLI in 2019.**

This is an industry that has grown at an annualized rate of 4.1% from 2014 to 2019. By 2024, the industry is expected to continue growing to create an even larger market opportunity valued at \$177.7 billion to FLI. Stronger economic conditions, stricter lending policies, the steady absorption of existing housing stock, and finally the growth of single-family real estate are all expected to keep demand high while limiting unsafe and inflationary lending practices.

### Large Number of Potential Renters

**There are plenty of Millennials living within 30-mile radii of the Company's lots, which would mean plenty of potential renters for the Company's development.**

A new generation of call family home renters, especially older Millennials, are expected to play a key role in demand for new homes. In total, the number of Millennials living near the Company's within a 30-mile radius is over 122, - the highest among all generations living near the West Lake development. This significantly increases the market opportunity for FLI.

### Adequate Levels of Income

**Households living near the Company's earn significant amounts of income, all of which should translate to greater demand for its homes.**

The ability to afford a home correlates strongly with household incomes. In 2019, over 35% households living within a 30-mile radius of the West Lake fit the target market for renters with household incomes exceeding \$75,000. Within the same radius, aggregate household incomes and annual budget expenditures hit \$10.8 billion and \$9.43 billion respectively. All of these figures demonstrate the strong purchasing power of households near the Company's rental community, reinforcing the market opportunity.

## Business Model

The development of FLI's flagship suburban housing rental development yes ideally suited to the local market. Clients will have the opportunity to rent a single-family detached home from FLI based on several pre-designed floor plans.

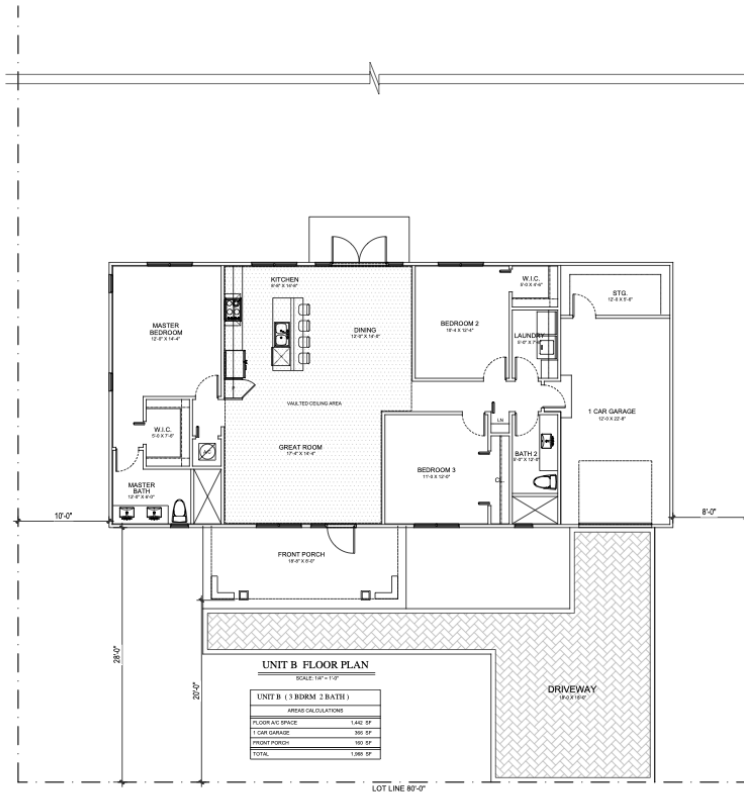
Further details regarding the scope of the project is further detailed on the following page.

## Property Development and Sales



- Homes can range between 1,600 to 2,000+ SF.
- Configurations will start at 3 bedrooms and 2 bathrooms at a minimum
- These single-family detached homes are expected to cost between \$260,000 to \$295,000 with an average cost between \$150 to \$160 per SF

# Floor Plans and Specifications



## SINGLE FAMILY HOME

PUTNAM COUNTY, FLORIDA



## Key Investment Highlights

With the positive population and employment growth in Florida, there will continue to be demand for single-family home rentals in surrounding counties, which in turn drives residential development and overall home sales. The Company's management brings a significant amount of experience in real estate and construction, which will be used to capitalize on this growing market opportunity. In order to do so, FLI has developed several key success factors and benchmarks that it will achieve in order to ensure the success and profitability of the Company's operations. These factors are summarized below.

- ✓ Manage inventory levels efficiently to generate consistent positive cash flow from operations
- ✓ Ensure positive regulatory environment for affordable housing rentals
- ✓ Be opportunistic while maintaining discipline
- ✓ Improve cash flow generation by building faster and efficiently, renting smarter, and quickly

## The Property

The Company's property in Hawthorne, Florida has approximately 800 lots that are available for development. As per zoning requirements, each home will encompass two lots or more, resulting in a total of 400 home sites available. Not far from major cities such as Gainesville, Florida, FLI's lots carry immense appeal for renters looking for a centrally located and spacious place to settle down or start their families.



# Value Proposition

FLI offers a multifold value proposition in addition to the aforementioned points.

## Attention to Detail and Timely Delivery

FLI will rise above the competition by constructing and delivering its flagship residential development on a timely basis. As seen in any customized project-driven environment, proper scoping, process methodology, recognition of risks and bottlenecks, and meticulous planning are crucial skills that the Company will embody and implement throughout each development it undertakes.

## A Multiskilled and Flexible Workforce

FLI will work to ensure access to a pool of reliable tradespeople and subcontractors, which will be crucial to the future success of its developments. The Company is committed to thoroughly vetting and reviewing these potential partnerships in order to guarantee the overall success and quality of all of its developments especially for its long-term operations.

## High-Quality and Personalized Results

FLI is committed to excellence and will ensure that all developed properties are constructed properly and live up to and preferably exceed each renter's expectations. This will be reflected in the Company's aesthetically pleasing and attractive turnkey single-family homes. The Company will work closely with investors to ensure the proper customization of their rental property.

## Customer Service

Happy and satisfied investors and renters will always be a priority for FLI. As a result, the Company will work closely with every investor and will also make itself available on a constant basis to ensure the complete satisfaction of home renters. Any issue arising from the build of the property will be dealt with swiftly and professionally in order to guarantee the safety and satisfaction of its rental home investors.

# Industry Analysis

## Housing Developers in the US

**Committed to providing the best built and turnkey single-family home rentals available in Hawthorne, Florida, FLI will compete in the Housing Developers industry.** This industry is primarily engaged in the development of new homes on land that is owned or controlled by the builder rather than the renter or investor. The industry includes establishments that build single-family or multifamily homes. These establishments are often referred to as merchant or speculative builders, but they are also known as production for-sale builders.

**Figure 1: Housing Developers in the US: Industry Snapshot (IBISWorld, 2019)**



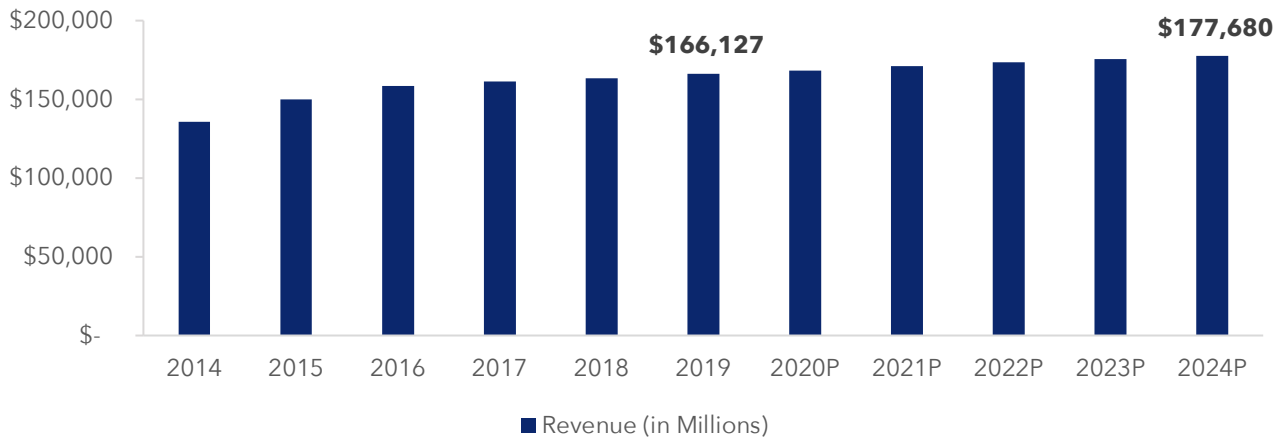
## Industry Performance

**From 2014 to 2019, the Housing Developers industry has expanded amid improvements in the US economy.**

In fact, the industry is expected to have grown a rate of 1.2% in 2018. Rising per capita disposable income, accommodative interest rates set by the federal reserve and improving overall macroeconomic conditions during the five-year period have enabled robust industry growth, in line with the broader economic recovery. As a result of an accommodative borrowing environment and rising incomes, consumers have increased their spending on large-item purchases, such as a new home.

These trends are expected to lead the value of residential construction to increase at an annualized rate of 3.5% over the five years to 2019, while housing starts are expected to increase at an annualized rate of 5.0% over the same five years. **This has led to an annualized growth of 4.1% from 2014 to 2019, creating an industry worth \$166.1 billion to FLI in 2019.**

**Figure 2: Housing Developers in the US: Historical and Future Revenue Estimates, 2014-2024 (IBISWorld)**



## Key Industry Trends

FLI' entry into the market is well-timed considering the following factors below.

### The Strength of the US Economy

Like other construction industries, the Housing Developers industry generally fluctuates with economic cycles due to its dependence on credit, interest rates, unemployment rates and consumer sentiment. Over the five years to 2019, the United States entered a period of economic expansion, resulting in increased consumer confidence amid rising per capita disposable income and relatively low unemployment. These trends resulted in increased consumer spending, as well as consumer spending particularly on large items, such as a new home.

Accordingly, housing starts, and the value of residential construction increased at a faster pace than the overall economy over the five years to 2019. While these trends significantly benefited industry operators over the five years to 2019, the Housing Developers industry also benefited from beginning the period at a relatively low point. Still recovering from the great recession, an excess in housing inventory in the existing market resulted in foreclosures and countless people trying to sell for years. As a result, existing home sales increased at an annualized rate of 1.8% over the five years to 2019 as per capita disposable income rose alongside the house price index.

### Growing Home Prices

Consumers and investors who have the funds available to purchase a new home have increasingly turned to developers five years. With improved consumer conditions such as disposable income and lower unemployment, stronger demand from consumers precipitated increases in both the number of homes sold and the average selling price. Properties are becoming more valuable and wealthier consumers' preferences are driving up the price of each home; over the five years to 2019, the house price index is expected to increase at an annualized rate of 5.0% - highlighting the ideal business conditions for FLI.

### Better Financing Opportunities

Industry operators have further benefited from accommodative lending standards by banks, enabling them greater financing for operations. Data collected from the Federal Reserve reveals that the total value of real

estate loans issued by commercial banks reached \$4.3 trillion in January 2018, up from \$3.6 trillion in January 2013. Recent cuts in the Federal Reserve Interest Rate are also expected to boost demand as industry operators continue to take advantage of accommodative interest rates and households' eagerness to buy once again due to their rising disposable income and improved access to credit. This is a key factor that will significantly benefit the Company's development.

## Industry Outlook

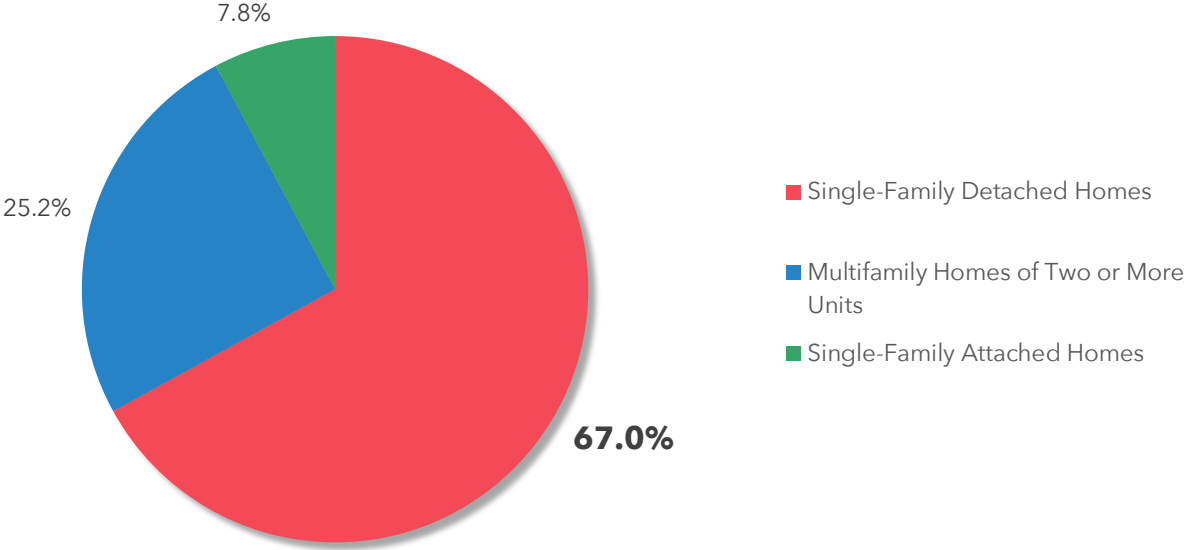
**Favorable macroeconomic conditions are expected to persist over the five years to 2024, which will drive growth for companies such as FLI in the Housing Developers industry.**

Over the five years to 2024, the Housing Developers industry in the United States is expected to grow further as overall economic expansion favors housing starts. Relatively low unemployment, rising disposable income and low interest rates are expected to encourage consumers and investors alike to develop new homes. Housing prices are also set to increase, which is expected to raise revenue for developers such as FLI. In fact, by the end of 2019, the industry is expected to rise at a rate of 1.8% as developers take advantage of low mortgage rates. Overall the Housing Developers industry is projected to grow at an annualized rate of 1.4% from 2019 to 2024 to create an even bigger market for FLI at approximately \$177.6 billion.

## Products and Services

FLI will develop single-family detached homes, which represent the largest sources of revenues in the entire Housing Developers industry. In 2019, this segment of the market accounted for 67.0% of industry demand or \$111.2 billion of revenues.

**Figure 3: Housing Developers in the US: Key Products and Services (IBISWorld 2019)**



## Single-Family Homes

The single-family housing market is estimated to account for 74.8% of industry revenue in 2019. This segment is composed of single-family detached homes, which are any free-standing residential buildings that do not share an inside wall with another dwelling and are intended to be occupied by just one household; as well as single-family attached homes, which are those that share one or more outside wall with another residence but do not have any other residences located above or below them, such as townhouses and row houses. Single-family detached homes are estimated to account for 67.0% in 2019 than during the prior period.

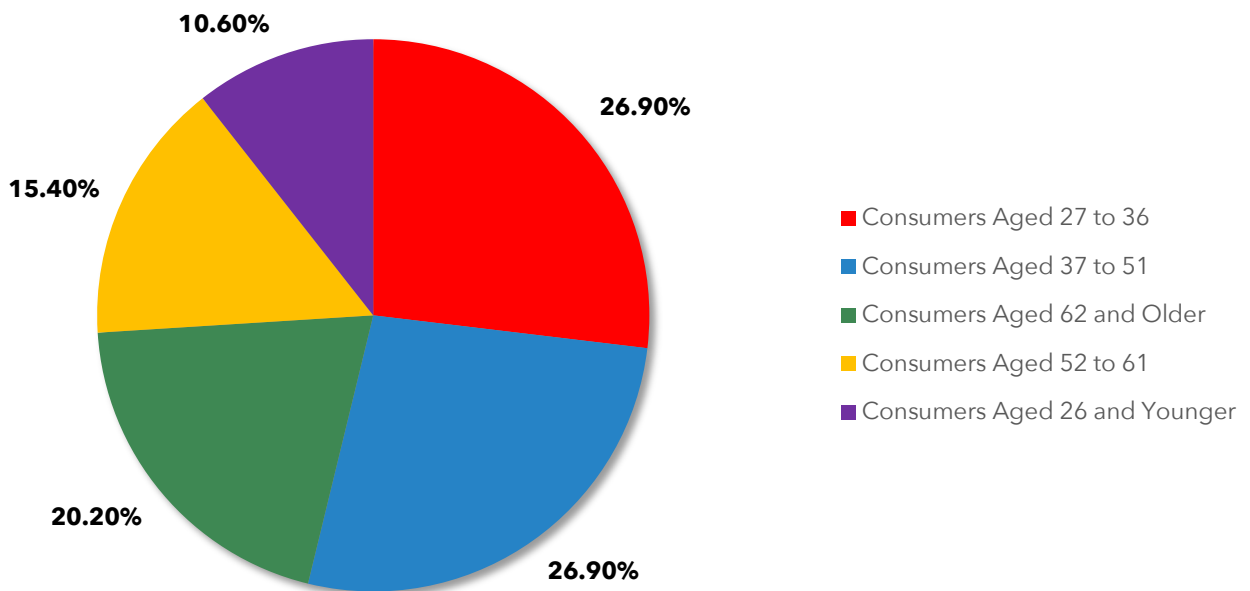
# Market Analysis

## Major Market Overview

West Lake will rent its homes directly to Gainesville renters such as Millennials looking for a more affordable alternative to living in Gainesville. Sector major markets can be broken down into the following consumer customer segments: consumers aged 27 to 36 (26.9%), consumers aged 37 to 51 (26.9%), consumers aged 62 and older (20.2%), consumers aged 52 to 61 (15.4%), and consumers aged 26 and younger (10.6%). The majority of sector revenue comes from consumers aged 27 to 36 and 37 to 51, as they are often the ones most engaged in the Housing Development subsector. Individuals, consumers and households will demand residential real estate and the necessary services it requires.

The following is a breakdown of demographical segments conducted through research by the National Association of Realtors.

**Figure 4: Single Family rentals in the US: Major Markets (IBIS World)**



## **Consumers Aged 27 to 36**

In 2019, consumers between the ages of 27 and 36 are expected to comprise 26.9% of industry revenue. Consumers in this age range also represent a large portion of the US population and are the most likely to be entering longer-term relationships and starting families. Although this percentage has fallen slightly over the past five years, this age demographic is expected to remain the largest market segment for new housing rentals. Higher unemployment levels kept many individuals from purchasing property and savings rates increased as consumer confidence contracted. Nonetheless, more recently the segment has expanded as lower unemployment and rising incomes lend nicely to rental of single family homes for consumers in this demographic.

## **Consumers Aged 37 to 51**

Consumers between the ages of 37 and 51 comprise an estimated 26.9% of revenue. These consumers' incomes are slowly increasing and many of them have started families and therefore need more space. In times of strong economic performance, this segment is a reliable source of rentals for the industry. According to data from the National Rental Home Council, the median age of renters has remained between 39 and 42 over the past decade. Many of these consumers aspire to eventually become homeowners and prefer to live in nice, secure neighborhoods, which are common in housing developments. This segment's percentage of revenue is expected to increase slightly over the next five years as the economy stabilizes.

## **Consumers Aged 52 to 61**

Consumers aged 52 through 61 account for 15.4% of the total rental market. People in this age bracket tend to have mature families and make up the second-largest percent of nonmoving renters. Upon reaching the age range of 52 to 61, US consumers often tend to downsize their homes as their children have usually grown up and a large residence is no longer necessary. Single family community rentals are also attractive to this market segment because many of these communities offer recreational facilities and services for landscape upkeep.

## **Consumers Aged 62 and Older**

US consumers aged 62 and older account for about 20.2% of industry sales as many of them are purchasing homes for retirement as well as in mixed-age communities built by housing developers. Housing developers are actively responding to the changing desires of members of the aging Baby Boomer generation. Companies target this population with convenient locations and abundant amenities. This market is expected to grow as more baby boomers retire and choose to move into smaller houses in rental communities that cater to their needs and preferences..

## **Consumers Aged 26 and Younger**

Consumers aged 26 and younger only represent an estimated 10.6% of revenue in 2019. Growth for this age segment's proportion of revenue has increased over the past five years as these consumers have not built up the required savings to purchase property, and therefore are more likely to rent single family homes. While many consumers within this age range tend to still live in their parents' homes or in college facilities, Millennials are expected to increase their presence in the rental market over the five years.

# Real Estate Demographics

## Florida Market Overview

The Company's main real estate activities will involve attracting residents of Gainesville to its new development in the City of Hawthorne. The Company will focus on single-family homes rentals between the mid to low range of \$2,000. **Florida remains a hot market for landlords due to its plethora of beaches, beautiful ocean views, and cultural influences - which are all represented in the day-to-day life, cuisine, and architecture throughout Florida.** This has made the state a desirable hub for consumers and has led to a high volume of real estate transactions in the state. Additionally, as Florida's real estate market has been thriving throughout 2020, the state is ready to greet new Florida residents in 2021. The economy is diversifying, and each year, Millennials as well as Baby Boomers alike seek the subtropical climate of Florida, positioning FLI in a fantastic market opportunity.

Further, Florida is the eighth most densely populated state, which has led to constant demand for affordable housing. Decent, affordable housing is crucial for new home buyers as well as renters. It fulfills a basic human need for shelter and contributes to the well-being for both parents and children. Affordable housing also is important to the economic vitality of communities, as they can attract and retain employees to one's community - a selling point and a competitive advantage for area employers. In all, revitalizing communities and the construction of affordable homes can help stimulate economic growth. With the Company's concept to construct affordable, single-family rental homes, it will be able to speak to the demand for new, up-and-coming residents in Gainesville and beyond.

## The Greater Gainesville Housing Market

Located in northern Florida, Gainesville is a highly developed urban metropolis housing over 132,249 residents as of the latest census. Gainesville is also home to three major colleges including the renowned University of Florida, ranked number nine on the 2018 Best Public Schools list by US News and World Report. The area is also home to over 3 major hospitals with two of the state's best medical centers, namely the University of Florida Health and the North Florida Regional Medical Center. The region also holds the largest number of business incubators per capita and a gross metro product of \$13 billion as of latest estimates.

Furthermore, as of August 2020, there are over 147,000 people employed in the city, highlighting the strength of the local economy. In terms of the real estate market, according to the latest figures provided by Zillow, data as of August 2020 shows that home values in Gainesville rose by 6.5% over the last 12 months and is predicted to increase by 4.8% within the next year.

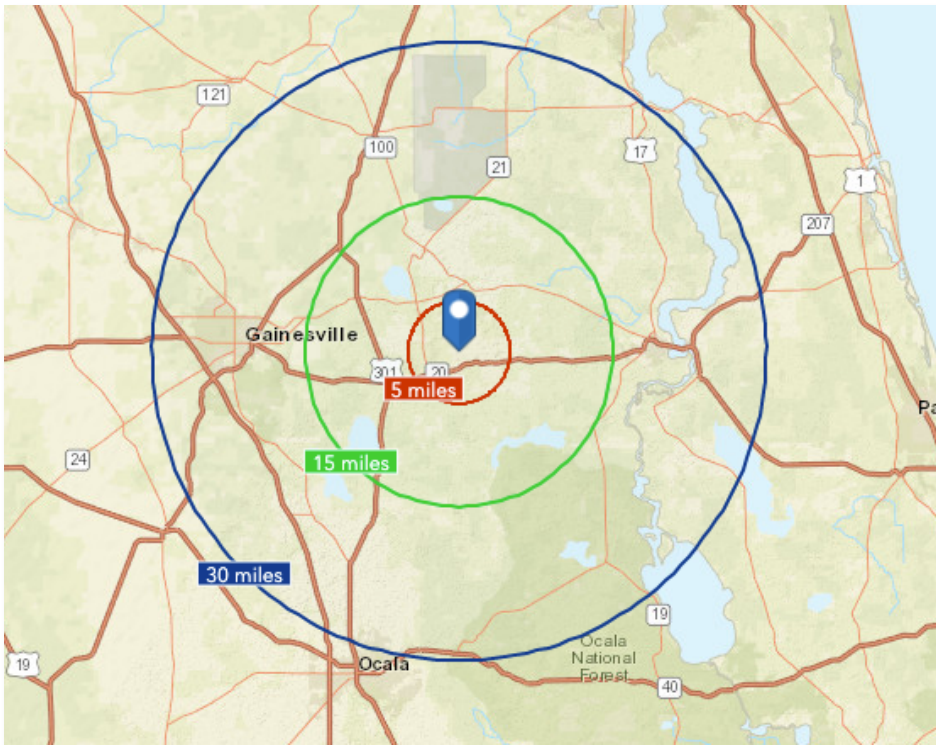
## Gainesville's Housing Crisis

Zillow identifies Gainesville's real estate market as "Very Hot", where housing prices continue to rise amidst a flurry of buying and selling activity. According to a report by NPR in 2019, Gainesville is in the midst of an affordable housing crisis with new and existing residents admitting that despite growth in the region, housing remains out of reach for many. This is a key problem that FLI aims to solve by offering affordable housing for individuals in Alachua County through its development in Hawthorne, Putnam County.

# Demographic Analysis

The Company's lots are situated within the zip code of 32640 with addresses ranging from 202-244 Nebraska Avenue and 243-245 Montana Avenue, both located in Hawthorne, Florida. As such, the Company has undertaken a 5-mile, 15-mile, and 30-mile radius analysis of the Company's lots with regards to the population and income potential of surrounding areas that are likely to become renters. Data used in this analysis was provided by the Environmental Systems Research Institute ("ESRI").

**Figure 5: Geo-Mapped Areas for Analysis (ESRI 2019)**



## Population Analysis

Within the Company's location, the total population of people grows from 7,515 within a 5-mile radius to over 437,843 within a 30-mile radius. In fact, the number of Millennials within this radius, grows from 1,556 within a 5-mile radius to over 122,007 within 30-mile radius. According to the National Association Realtors, Millennials are now the primary home-buying age group. In 2019, the group found that 37% of purchases came from Millennials (aged 21 to 39 in 2019), followed by Baby Boomers (aged 55 to 73 in 2019) who made up 32% of the total purchases. This data is representative of the strong potential of FLI' development especially among this core group of Millennials.



**Figure 6: Population (ESRI 2019)**

<b>Variable</b>	<b>30 miles</b>
Total Population	437,843
Total Population Age 0-4	21,706
Total Population Age 5-9	21,220
Total Population Age 10-14	21,588
Total Population Age 15-19	31,907
Total Population Age 20-24	51,852
Total Population Age 25-29	35,272
Total Population Age 30-34	27,688
Total Population Age 35-39	24,622
Total Population Age 40-44	21,734
Total Population Age 45-49	23,352
Total Population Age 50-54	24,544
Total Population Age 55-59	28,390
Total Population Age 60-64	28,069
Total Population Age 65-69	25,361
Total Population Age 70-74	20,035
Total Population Age 75-79	13,491
Total Population Age 80-84	8,543
Total Population Age 85+	8,468

**Figure 7: Generational Analysis (ESRI, 2019)**

Variable	30 miles
Generation Alpha Population (Born 2017 or Later)	13,116
Generation Z Population (Born 1999 to 2016)	96,040
<b>Millennial Population (Born 1981 to 1998)</b>	<b>122,007</b>
Generation X Population (Born 1965 to 1980)	74,324
Baby Boomer Population (Born 1946 to 1964)	98,346
Silent & Greatest Generations Population (Born 1945/Earlier)	34,012

### Target Market

The National Association Realtors in 2019 said that the typical renter has an average household income of \$65,600. Over 35% of household within a 30-mile radius of West Lake fit within the company’s target market with average household incomes in excess of \$75,000 per year.

**Figure 8: Household Income (ESRI)**

Radius	30 miles
Average Household Income	\$62,663
Aggregate Household Income	\$10,816,005,507
Annual Budget Expenditures	\$9,430,742,790
Household Income less than \$15,000	18%
Household Income \$15,000-\$44,999	13%
Household Income \$45,000-\$54,999	10%
Household Income \$55,000-\$74,999	14%
Household Income \$75,000-\$94,999	18%
Household Income \$95,000-\$114,999	10%
Household Income \$115,000-\$149,999	9%
Household Income \$150,000-\$199,999	3%
Household Income \$200,000 or greater	4%

# Consumer Trends and Preferences

## Defining the Millennial Market

Pew Research Center defines Millennials as those born between 1981 to 1996. As of 2019, this would mean the Millennial cohort comprises of people that are between the ages of 23-38. Millennials are also more racially and ethnically diverse than their older counterparts such as Gen Xers and Baby Boomers. As of 2018, there are over 81.5 million Millennials in the United States and this figure is expected to hit 83.7 million by 2023 according to research obtained from the Environmental Systems Research Institute.

## What Do Millennials Want in a Home?

With this generation set to eclipse Baby Boomers and Gen Xers in the near future, this core market segment represents a lucrative market opportunity for FLI. CityLab, an online news journal focused on urban design found that the number of Millennials that prefer to live in urban and suburban cores is roughly equal at half and half. In short, many Millennials want to live in the city but just as many of them are flocking to the suburbs as home prices in metropolitan areas become unaffordable.

According to Credit.com and the National Rental Home Council, Millennials have several considerations when it comes to choosing a home. Most of them are looking for homes that are high-tech in nature with plenty of modern amenities and outdoor space that enable them to connect with friends and family. This includes homes that blend smart technology and integrated design such as the ability to preheat an oven or unlock a door through their smartphones. Adding to this, New Home Source in its 2019 report found that 75% of Millennials would like to live in a single-family home.

Millennials want homes that can be personalized to their own unique design preferences – a big step from yesteryear’s cookie cutter homes. John Burns Consulting, which surveyed Millennials for their considerations when it comes to selecting the perfect home in 2019 also found that home design along with a preference of function over size are the two largest considerations for Millennials. The study also found the following when it came to these renters:

- 55% of Millennials would walk away from a home if it did not have a laundry room – one of the most requested features in a home by this cohort
- 88% of Millennials said storage was essential for their home purchases, whether it’s a walk-in pantry, garage storage or linen closets
- Outdoor living is another feature that Millennials desire in a home with over 51% in the survey stating they would want an outdoor sink, kitchen, refrigerator, grill, and cooktop
- When it comes to design, Millennials opted for “Modern Traditional” as their most ideal home design, followed by “Style on a Budget”, “Casual Organic”, and lastly “Modern”

## The Future for Millennials

In the future, Millennials are expected to increase their rental of single family homes in the coming years. The US Census Bureau documented a sustained growth in suburban living since 2016, with renters under 44 largely

driving this trend. The Joint Center of Housing Studies also notes that adults under age 35 formed 10.5 million new households in 2012-2017 and is predicted to lift household growth and sustain housing demand in the long-term.

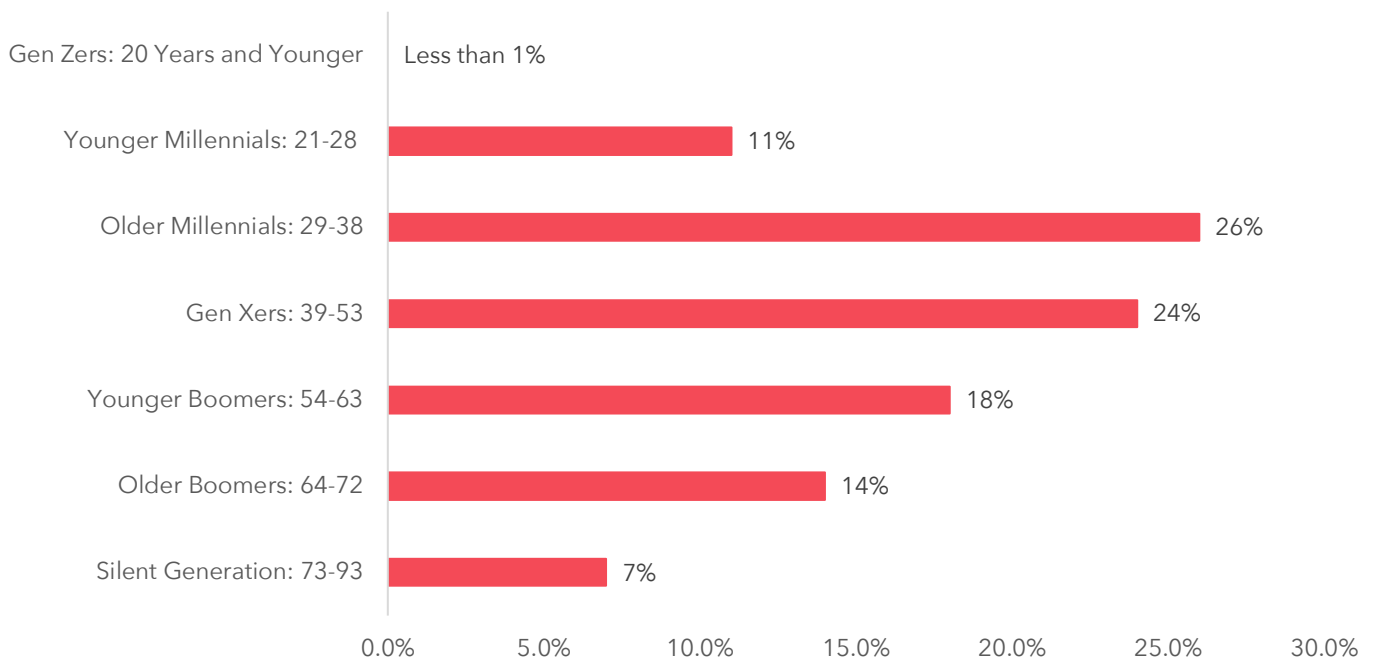
Millennials are also becoming more confident in their financial prospects with the number of Millennials feeling confident about their income prospects growing from 30% in 2016 to over 43% as of 2018 according to Ernst and Young.

## Buying Trends by Generation

### Single Family Home rentals

Data from the National Association of Realtors reinforces the status of Millennials as the biggest generations of renters today followed by Baby Boomers. In total, both younger (21-28) and older Millennials (29-38) represented 37% of renters in 2019, far higher than Gen Xers (39-53) at 24% and Baby Boomers (54-72) at 32%.

**Figure 9: Breakdown of Home Renters by Generation (National Association of Realtors)**



## The Home Search Process for Renters

Interestingly, across all generations of renters, going online was the most preferred way for finding homes. In fact, people above the age of 73 contacted a real estate agent as much as they looked for homes online, signaling the importance of online channels for the overall home rental process. After websites, real estate agents were the second most likely used channel to source a home followed by mobile or tablet searches.

**Figure 10: Home Rental Search Preferences (National Association of Realtors)**

	All Renters	28 and Younger	29 to 38	39 to 53	54 to 63	64 to 72	73 to 93
Online website	93%	97%	98%	95%	93%	89%	72%
Real Estate Agent	86%	87%	84%	85%	89%	87%	86%
Mobile or Tablet Search	73%	85%	84%	78%	65%	56%	34%
Open House	53%	46%	57%	57%	50%	47%	46%
Yard Sign	46%	45%	44%	47%	47%	42%	48%
Online Video Site	37%	32%	29%	34%	45%	49%	41%
Home Builder	18%	12%	16%	19%	18%	23%	16%
Print Newspaper	13%	9%	9%	10%	17%	17%	21%
Home Book or Magazine	10%	7%	7%	9%	13%	12%	13%
Billboard	5%	3%	5%	5%	5%	4%	2%
Relocation Company	3%	2%	4%	3%	3%	2%	1%
TV	3%	2%	2%	2%	3%	3%	2%

# Marketing Plan

## Marketing Overview

FLI will implement an integrated strategy, utilizing online marketing and advertising efforts to position the Company's project as the most exciting and well-built residential development in Hawthorne, Florida. By providing turnkey and high-quality homes, FLI intends to establish immediate brand identification with potential

renters. The Company intends to enhance its market presence through spreading awareness of its competitively priced homes, state-of-the-art home designs and floor plans. The Company will invest funds into these initiatives to earn brand recognition and spread awareness of the brand, its quality homes, and niche value proposition.

FLI intends to treat sales and marketing as an investment - not as an expense. Top quality sales and marketing initiatives produces positive bottom line results and increases value. The Company recognizes risk and reward, as well as the excellent potential for increasing returns through its strong commitment to sales and marketing. The Company's marketing plan will include a mix of online marketing initiatives such as website development, search engine optimization strategies, avid use of social media, and leveraging multiple listing websites. This will be supplemented by direct marketing efforts such as creating strategic partnerships with leasing agents, open tours, and cultivating positive word-of-mouth referrals.

**Figure 11: Marketing Channels**



## Digital Marketing Campaigns

### Website & Brand Identity

According to Forbes Magazine, 97% of consumers search for businesses online. It is therefore critical to have an online presence. FLI's website will be one of the Company's marketing tools designed to be the first line of contact with the renter. The Company's website will prominently feature the Company's unique value proposition and display available homes on the market. The website will act as a powerful sales and promotional channel to reach the Company's specific target customer segment. The website will provide potential clients with key

information to allow them to make inquiries regarding the Company's homes and schedule an on-site visit with FLI's sales staff.

## **Search Engine Optimization (SEO)**

Internet searches are by far the most common activity on the Internet. Therefore, it is crucial for FLI to appear among the top results when a user searches for keywords related to residential developments in Hawthorne, homes available for sale in Hawthorne, and more. FLI will implement an aggressive search engine optimization strategy, whereby the Company will optimize content using keywords related to its housing development. By optimizing its content, FLI organically aggregate higher on Google, Bing and Yahoo search engines and thereby become more visible to potential renters.

## **Social Media & Media Coverage**

FLI will develop a solid presence on social media sites, including Facebook, Instagram, and Twitter. Social media pages - an effective and inexpensive form of marketing - will showcase images, news, and blog posts about the Company's development. Any content posted on one social media account will be automatically cross posted to the other accounts in order to ensure consistency and maximum impact. The Company can also opt for targeted advertising to help market the Company's residential development directly to renters living within Florida.

## **Multiple Listing Service (MLS) Websites**

The Company will ensure that its properties are advertised and listed on several leading MLS websites. MLS websites' primary function is to provide residential real estate listings, both for sale and for lease, throughout the United States. By listing the Company's homes on such websites will ensure potential renters and their agents can view the space and schedule a tour of the entire development. The Company will list its properties for sale on the following platforms:

- Zillow
- Trulia
- Redfin
- Realtor.com
- Homes.com and Loopnet

## **Direct Marketing Campaigns**

### **Strategic Partnerships with Leasing Agents and the Local Community**

FLI will work and form strategic partnerships with third-party leasing agents to assist with marketing its residential development to potential renters. A strategic partnership is mutually beneficial in that the Company can leverage its contacts and other partnerships with the strategic partner, which forms a network of businesses that are all looking to help one another in their efforts. Furthermore, strategic partnering spreads the marketing workload when it comes to mutual promotional efforts.

### **Open Tours**

The Company will host tours for prospective renters allowing them to view the development that they are interested in. Trained staff will accompany potential renters throughout the engagement process, ensuring key

information and benefits of the property are communicated. Promotional and marketing materials will also be distributed to interested clients after the conclusion of each tour.

### **Word-of-Mouth Referrals**

More importantly, the Company will rely on word of mouth and referrals to increase its business potential. Positive client testimonials and reviews are one of the strongest forms of advertising and can be a key decision point for many potential clients. Satisfied clients are extremely inclined to discuss their experience with friends, family, and colleagues, resulting in new business opportunities for FLI.