



**#1 LEADING BUILD-FOR-RENT (BFR) PLATFORM IN THE NATION!**



## SVN | SFRhub Advisor's exclusive national Build-for-Rent (BFR) home builder platform.

- Sell existing, completed inventory in one or more subdivisions.
- Sell last phase inventory.
- Sell the entire subdivision to one commercial investment buyer.
- Expand production to the other half of your marketplace through Build-for-Rent.

## SVN | SFRhub Advisors provides an optimized valuation for the builder.

- Complete, optimized build-out plan for a portion of or the entire subdivision.
- Determine maximum value for the builder and buyer with an in-depth market research report.
- Complete interior BFR finish level specifications and floor plan size.
- Builder budget line item review to determine areas of builder savings.
- Potential pre-construction purchase agreement from buyers.
- Over several billions of dollars of capital raised & ready to deploy in the BFR market place for 2020-2021.

## SVN | SFRhub Advisors Marketing Matrix

The blueprint of our marketing department, mapping out the numerous channels our team uses to advertise your portfolio across the nation.



## SFRhub BFR Platform Overview

SVN | SFRhub Advisors' large-scale BFR platform offers a unique opportunity through a multitude of builder benefits, programs, building systems, land acquisition, data and valuation. With experience as a brokerage and expertise in development, we are uniquely qualified to consult with builders and developers on designing a community and determining the optimal mix of homes and finishes from a rental return perspective.



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## Platform Benefits

- Optimized NOI subdivision build-out
- Complete subdivision exit disposition
- Low cost Agency debt program
- Accelerated finished lot acquisition
- Impact investment capital deployment
- Investment banking / equity & debt
- Financial modeling and market analysis
- Accelerated BFR market expansion
- Financially optimized BFR prototype
- Proprietary building system & benefits
- SFRhub Alliance Member support
- Access to accelerated builder pipeline

## Client Support Cycle



- 01 SVN SFRHUB ADVISORS
- 02 SVN SFR CAPITAL FUND L.P.
- 03 SFRHUB MODULAR
- 04 SFRHUB.COM
- 05 Gotham Capital Advisors, LLC

## Complete BFR Asset Planning and Implementation

With a full spectrum of BFR support components, the specialized SFRhub team has vast experience to support public and private funds to complete BFR capital deployment. The national support includes, but is not limited to, the following:

- Master parcel & finished lot acquisition
- Subdivision optimized build-out analysis
- Three-staged feasibility & NOI optimization
- BFR design and specification optimization
- Exit buyer at disposition, if applicable
- Property management & insurance

## SFRhub.com BFR Data, Market Research and Modeling Technology

Complete, effective clean data sourcing, research and analysis is essential to all SFR and BFR portfolio buyers and sellers. SFRhub.com provides the unique ability to research with clean and verified Intelligent Decision Data. Using proprietary processes to gather data from a variety of sources, the exclusive verified Advanced SFR Scrub Report™ is generated, powered by award winning, top-ranked Automated Valuation Model\* [AVM] data, verifying 25-35 data points on each individual home within a portfolio. SFRhub.com is a leading, top-ranked national SFR data source.

Today's most effective and intuitive clean and verified data solutions consist of reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics and prescriptive analytics.

SFRhub has knowledgeable and experienced individuals who work with data sources as true partners to help implement solutions that are forward thinking, yet still based on industry knowledge and best practices.



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