



REI PLAYBOOK

HOW TO BE SUCCESSFUL IN THE
SINGLE-FAMILY RENTAL MARKET



REI PLAYBOOK OBJECTIVES



- Step 1: Education on the SFR Market**
- Step 2: Define Your SFR Market**
- Step 3: Prospecting & Client Acquisition**
- Step 4: Come Up with Your Value Proposition**
- Step 5: Ongoing Marketing & Best Practices**



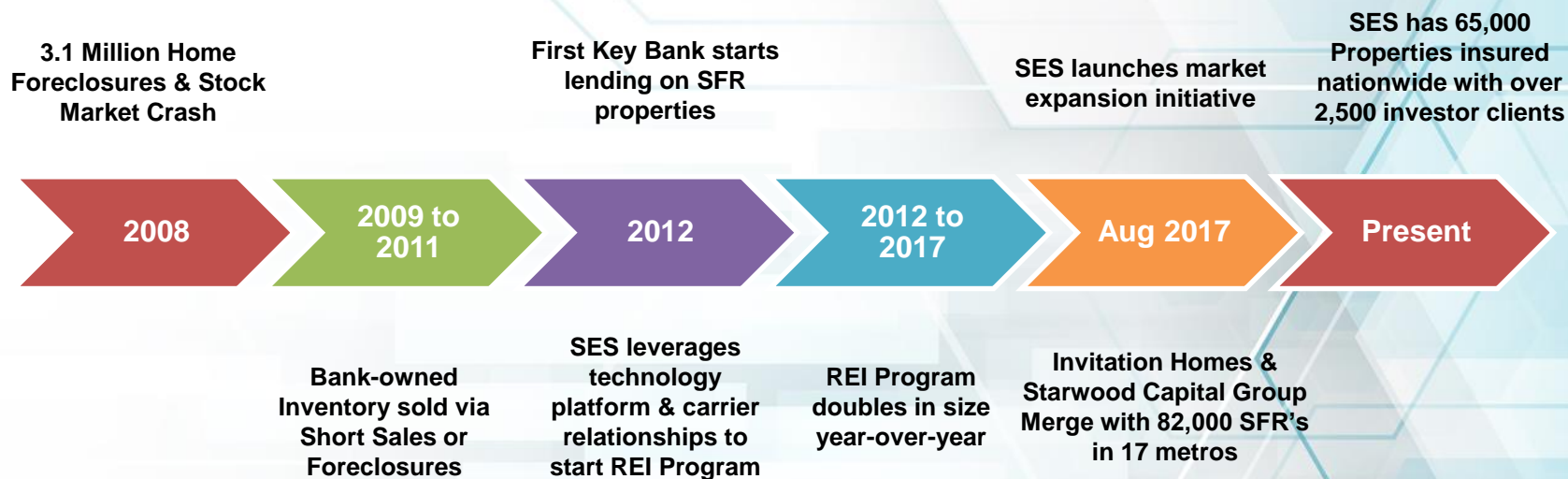


STEP 1: EDUCATION ON THE SINGLE-FAMILY RENTAL MARKET





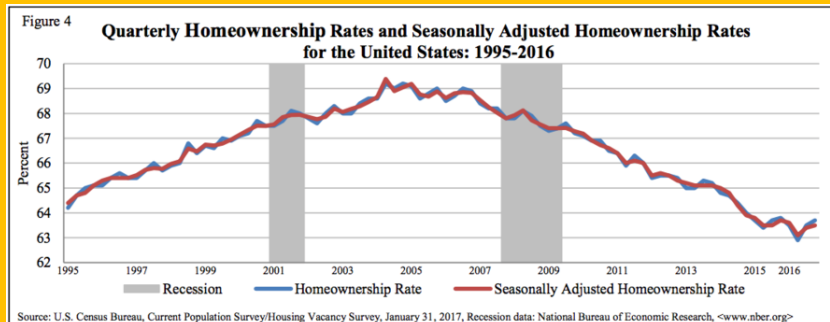
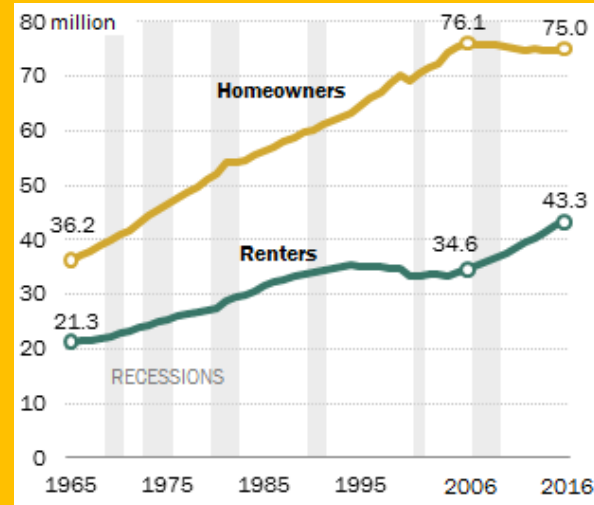
SINGLE-FAMILY RENTAL MARKET TIMELINE





THE SFR MARKET - PRESENT DAY

- 15 million residential rental properties
- 100's of lenders in this space
- Invitation Homes has 82,000 properties
- Private equity and Wall Street backed owners represent 1% of the total SFR inventory
- Private investors focused on secondary & tertiary markets (98% of product inventory)
- Psychological Shift – Homeownership vs. Renting
- Previous homeowners continue to want the stability (community, schools, etc.) of living in homes
- Recent trend of standard lines insurance companies phasing out of scheduled fire dwelling policies
- Rental housing stock follows the foreclosure market; indicator to active rental markets





INVESTOR ANALYSIS

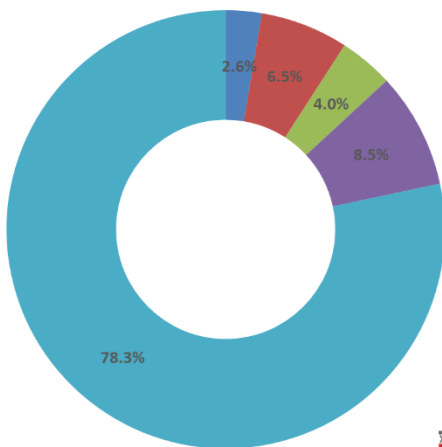


Although the majority of the SFR properties are owned by investors with 5 or less properties, the graph below shows all investor segments are growing. 50 million Baby Boomers will retire over the next 10 years, bringing additional investment opportunities to investors looking for sale leasebacks or an outright sale and relocation.

Market Share by Investor Size

March 2018 SFR Market Share by Investor Size

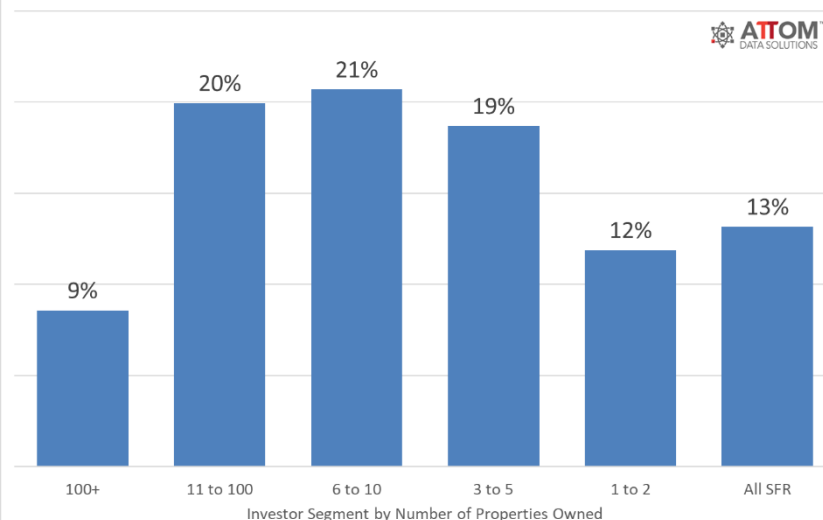
■ 100+ ■ 11 to 100 ■ 6 to 10 ■ 3 to 5 ■ 1 to 2



Growth of Different Classes of Investors

Q1 2018 Single Family Rental Growth by Investor Segment

■ Annual Pct Change in Number of Single Family Rental Properties



*Source: ATTOM Data Solutions

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INVESTOR PROFILE



- **200K – 300K Potential Customers** with 6 to 500 Properties (SES's Target Customers)
- Estimated at **\$2-3 Billion in Potential Market Premium**

Number of Investors	Segment (# of Properties)	Total Properties
6,987,605	1	6,987,605
1,573,884	2-5	1,573,884
137,391	6-10	1,003,846
49,997	11-25	751,853
8,963	26-50	306,089
2,539	51-100	171,035
767	101-250	111,917
112	251-500	36,820
29	501-1,000	18,979
27	1,000+	211,793
8,761,314		13,714,831

*Source: Information Management Network: Investability Market Update



TOP 10 SFR MARKETS



Below is a list of the Top 10 single-family rental markets in the United States provided by HomeUnion, Inc., one of the largest firms that provide end-to-end real estate solutions.

Rank (#)	Market	Median Investment Price (\$)	Gross Rental Yield (%):	Annual Job Growth (1,000's)
1	Charlotte, NC	\$123,600	12.1%	42.5
2	Orlando, FL	\$124,500	12.8%	42.1
3	Baltimore, MD	\$110,000	18.9%	37.5
4	Cincinnati, OH	\$70,000	21.6%	27.8
5	Jacksonville, FL	\$96,000	15.6%	15
6	Birmingham, AL	\$70,000	18.1%	8.9
7	Tampa, FL	\$97,500	15.9%	32.9
8	Indianapolis, IN	\$92,900	15.5%	28.1
9	Milwaukee, WI	\$82,500	20.7%	9.8
10	Nashville, TN	\$125,000	13.3%	25.9

*Source: HomeUnion Research Services

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HOT MARKETS BY INVESTOR SEGMENT



Rank	50 to 250 Units Owned	251 to 500 Units Owned	501 to 1,000 Units Owned	1,000+ Units Owned
1	New York-New Jersey	Atlanta	Atlanta	Atlanta
2	Atlanta	New York-New Jersey	New York-New Jersey	Phoenix
3	Detroit	Washington DC	Phoenix	Dallas
4	Chicago	Detroit	Birmingham	Charlotte
5	Philadelphia	Chicago	Dayton OH	Tampa
6	Baltimore	Philadelphia	Crossville TN	Miami
7	St. Louis	St. Louis MO-IL	Philadelphia	Houston
8	Dallas	Indianapolis	Chicago	Orlando
9	Charlotte	Memphis	Youngstown OH	Chicago
10	Indianapolis	Tampa	Columbus OH	Detroit
11	Washington DC	Miami	Houston	New York-New Jersey
12	Oklahoma City	Birmingham	Charlotte	Indianapolis
13	Birmingham AL	Phoenix	Cleveland OH	Washington-Arlington
14	Miami	Jacksonville FL	Miami	Jacksonville FL
15	Phoenix	Columbus OH	Canton OH	Memphis

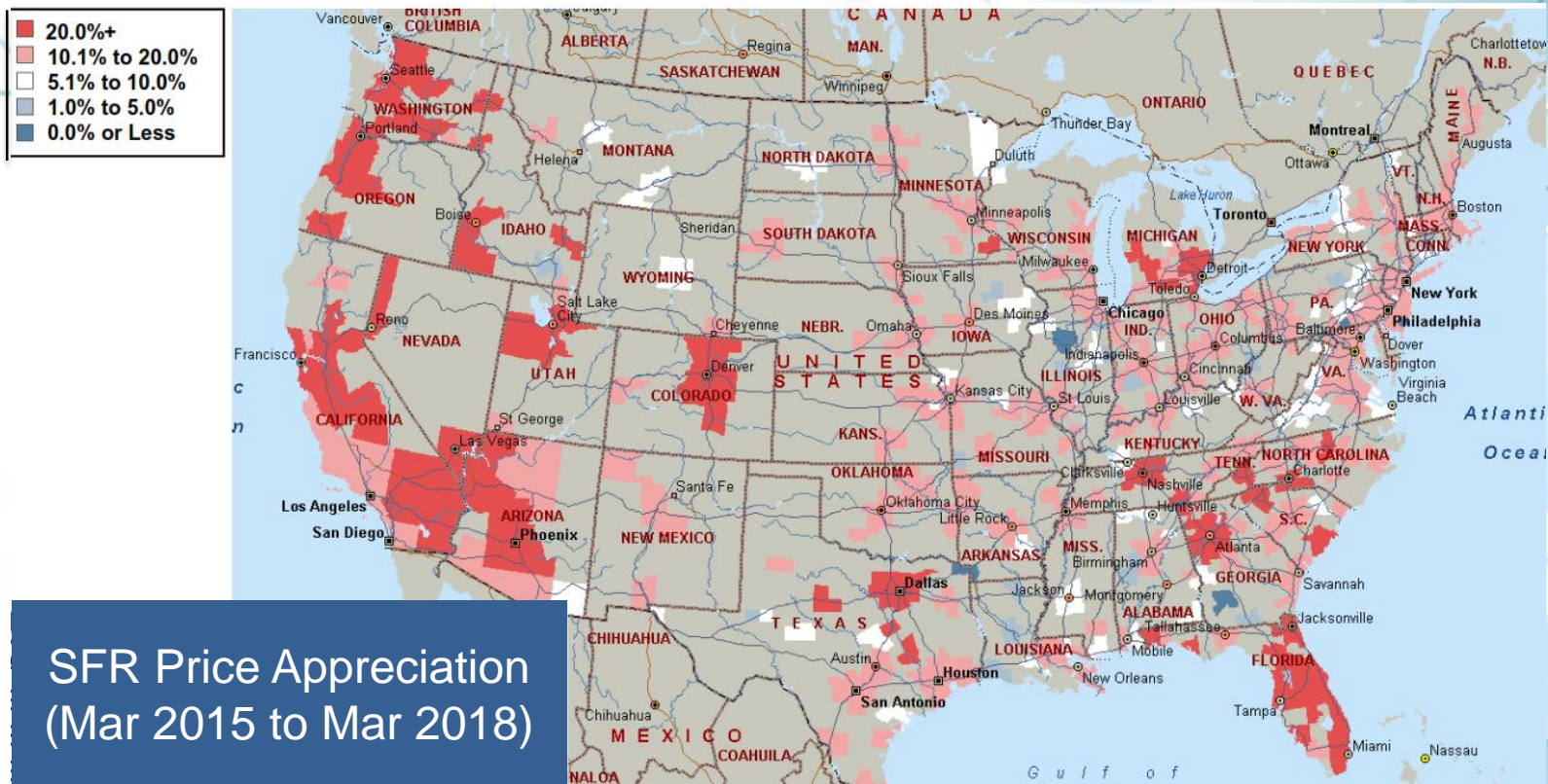
of Units is defined as total number of tenants in portfolio of single-family rental properties

*Source: Information Management Network: Investability Market Update

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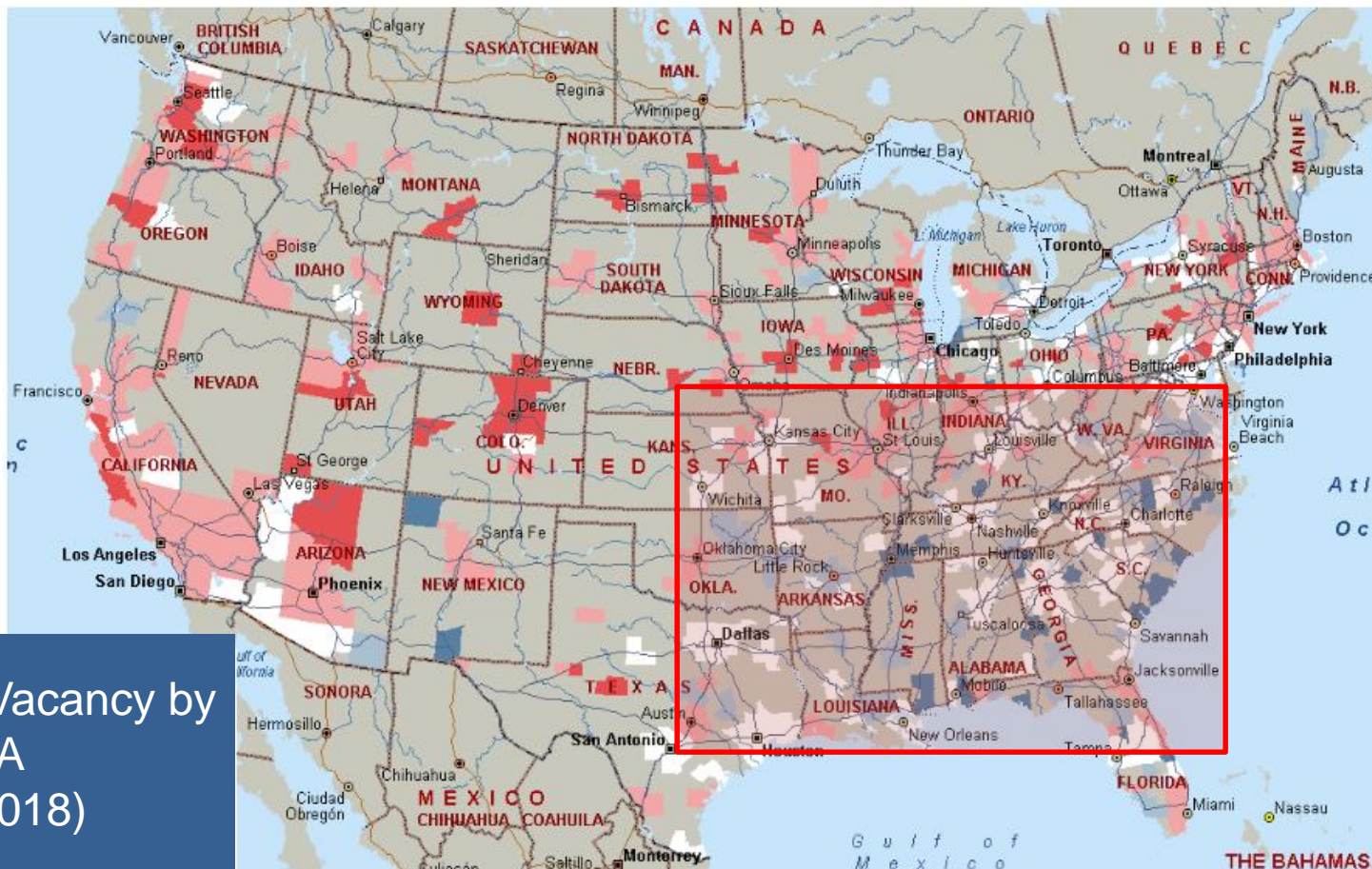
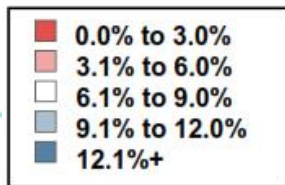
THE SFR MARKET - PRESENT DAY



This map illustrates price appreciation %'s over the last three years by market. These are where investors will look. As properties' values increase, investors will look to market with highest returns. This may lead them to higher risk investments with higher vacancies.



THE SFR MARKET - PRESENT DAY



SFR Rental Vacancy by
MSA
(Mar 2018)

Highlighted above is a cluster of states the high vacancy areas mentioned in the last slide.



INDUSTRY TERMINOLOGY





INDUSTRY TERMINOLOGY



- **SFR**
 - "Single-family rental"; a residential rental property consisting of 1 to 4 units; this includes single family rentals, duplexes, triplexes, and quads
- **Fix and Flip**
 - A term that refers to a property an investor plans to acquire, renovate, and resell to the market
- **Cap Rate & Different Types of Returns**
 - Cap Rate: formerly known as capitalization rate
 - Potential return on an investment property
 - Formula for Cap Rate – $\text{Net Operating Income} \div \text{Market Price of Property}$
- **Net Operating Income**
 - All revenue from the property minus all reasonably necessary operating expenses. NOI is a before-tax figure which excludes principal and interest payments on loans, capital expenditures, depreciation and amortization.
- **Economic Performance (Surrounding market)**
 - Formula for Cap Rate – $\text{Net Operating Income} \div \text{Market Price of Property}$ (See example)

Cap Rates & Income Level

 = \$400,000 Sold property
↳ 8% cap rate

$\$400,000 \times 0.08 = \$32,000$
↳ Income Level



INDUSTRY TERMINOLOGY



- **Vacancy**
 - Empty space or the condition of not being leased
- **Housing Stock**
 - the houses and other places to live that are available in a town, country, area, etc.
- **Rental Households**
 - A person living alone in a rental housing unit, or a group of unrelated people sharing a rental housing unit
- **Asset Class**
 - group of securities that exhibits similar characteristics, behaves similarly in the marketplace and is subject to the same laws and regulations
- **Inflation**
 - a general increase in prices and fall in the purchasing value of money
- **“Trading Hands”**
 - Term used by investors when a property is sold to another investor



INDUSTRY TERMINOLOGY



- **Rental Income**

- net income of the landlord from current production. It is calculated as the output of housing services (space rent) less the related expenses, such as depreciation, maintenance and repairs, property taxes, and mortgage interest

- **Equity**

- the value of an asset less the amount of all liabilities on that asset. As an accounting equation, one can represent it as $\text{Assets} - \text{Liabilities} = \text{Equity}$

- **Low-Risk Investment Homes**

- Generally leased investment properties with long term leases, structurally, and in a favorable surrounding market (i.e. high job growth rate, low unemployment, etc.)

- **High-Risk Investment Homes**

- an investment that carries a high degree of risk -meaning, there is a strong chance that you could lose a substantial amount (or all) of your investment; the attractiveness of high returns draws investors to target these SFR investments

- **“Horizon” of the Investment**

- an investor’s planned duration to keep an investment; depending on investment objectives (equity gains vs. returns), this could be the same day of acquisition to an indefinite period of time



INDUSTRY TERMINOLOGY



- **Volatility**
 - higher volatility means that a security's value can potentially be spread out over a larger range of values. A lower volatility means that a security's value does not fluctuate dramatically, and tends to be more steady
- **Diversification**
 - risk management technique that mixes a wide variety of investments within a portfolio. The rationale behind this technique contends that a portfolio constructed of different kinds of investments will, on average, yield higher returns and pose a lower risk than any individual investment found within the portfolio
- **Cash-Flow Positive**
 - cash inflows during a period are higher than the cash outflows during the same period
- **Rent Collection**
 - process in which landlord collects rental income; this is also one of the primary responsibilities of a property manager on behalf of their clients
- **Maintenance**
 - necessary repairs and maintenance to maintain “**habitable condition**”

INDUSTRY TERMINOLOGY



- **Annualized Return**
 - also known as the Internal Rate of Return, it is the measure of a return on an equity investment
- **Gross Yield**
 - The annual income generated by an asset prior to expenses divided by the purchase price

We recommend you join [roofstock.com](https://www.roofstock.com) to view SFR properties in your area & what factors investors look at when buying properties. Click on the snapshot below to go to Roofstock.com:

The screenshot shows the Roofstock website interface. At the top, there's a navigation bar with the Roofstock logo and links for 'Buy', 'Own', and 'Sell'. Below this, there are tabs for 'PROPERTIES' and 'PORTFOLIOS'. The main content area features a large image of a two-story house with a yellow exterior and a grey roof. To the right of the image, there's a 'For Sale' badge and a 'Share' button. Below the image, the text reads '3bd, 2.5ba | 1,000sqft | Built in 2002'. To the right of the image, there's a section for 'Initial Investment' showing '\$45,238' and a 'List Price' of '\$155,000'. There's a 'Review Bid' button. Below this, there's a table of financial metrics.

Purchase Price ⓘ	\$155,000	Total Return ⓘ	\$25,162
Down Payment ⓘ	25%	Annualized Return ⓘ	9.7%
Rent	\$1,295	Cap Rate ⓘ	6.1%
Current	Market	Gross Yield ⓘ	10.0%
	Custom	Cash Flow ⓘ	\$1,236
		Appreciation ⓘ	2.4%



STEP 2: **DEFINE YOUR MARKET**

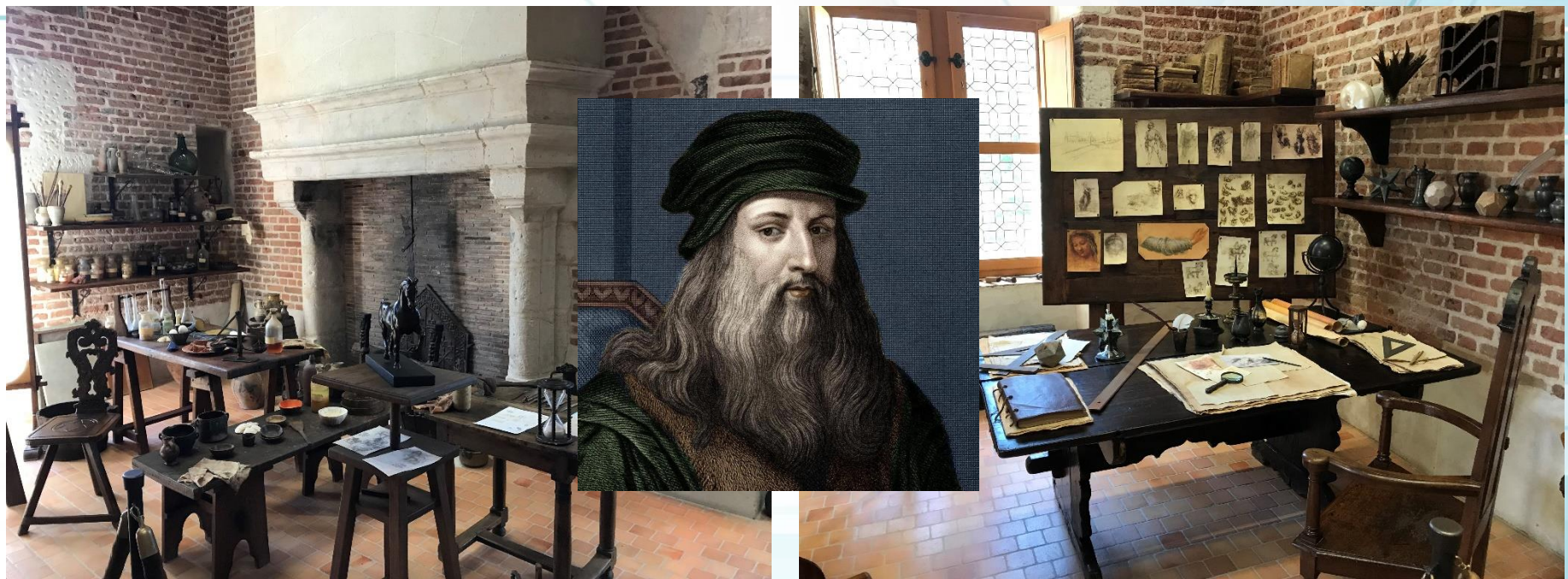




A quick game of trivia...

SES
RISK SOLUTIONS

“The noblest pleasure is the joy of understanding...”



“He who loves practice without theory is like the sailor who boards ship without a rudder and compass and never knows where he may cast.”

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Sources for Research



Utilize these websites to research your SFR market. Click on the logo to access website.



Zillow - leading real estate and rental marketplace dedicated to empowering consumers with data, inspiration and knowledge around the place they call home, and connecting them with the best local professionals who can help



Trulia - home and neighborhood site for buyers and renters to find homes and neighborhoods across the United States through recommendations, local insights, and map overlays that offer details on commute, reported crime, schools, and nearby businesses



HomeUnion – property manager and market research provider by market



HudUser.Gov - Cityscape, published three times a year, is PD&R's journal of policy development and research. The goal of Cityscape is to bring high-quality original research



National Real Estate Investor Online - The leading authority on trends in the commercial real estate markets

Sources for Research



RentRange - provides detailed Rental Market Intelligence – helping real estate investors, property managers, real estate agents, lenders and financial institutions operate with confidence



RentCafé - Browse apartments and houses for rent, check prices, view property details, find the perfect place and submit your rental application with RENTCafé.



HousingWire - is the most influential source of news and information for the U.S. mortgage and housing markets, boasting a readership that spans lending, servicing, investments and real estate market professionals.



RealTrends - trusted source of news, analysis, and information on the residential brokerage industry since 1987



CoreLogic - leading provider of consumer, financial and property data, analytics and services to business and government



Sources for Research



ATTOM Data Solutions - collecting, enhancing, warehousing and delivering property data for decades, providing clients with clean, enhanced data for tax, deed and mortgage records, property characteristics, neighborhood characteristics, environmental risk, health hazards and natural hazards.



Altisource/Investability - specializes in marketing and disposition strategies for distressed residential real estate and has sold over 180,000 homes



STEP 3:
**CLIENT ACQUISITION &
PROSPECTING
STRATEGIES**



ALL ROADS LEAD TO THE INVESTOR



Look to the investor's network of service providers to provide inroads and strategic introductions. These service providers are probably clients within your agency.





INDUSTRY EVENTS - NATIONAL



Information Management Network (“IMN”)

Residential Property Management

September 13 to 14 – Dallas, TX

Real Estate 25 –Office & Private Wealth Mgmt.

October 24 to Miami, FL

Single Family Rental (West)

December 3 to 5 – Scottsdale, AZ

Single Family Rental (East)

Late May/Early June – Miami, FL



Council of Residential Specialists

February 1 to 2 – Las Vegas, NV

National Association of Realtors Conference

November 2 to 5 – Boston, MA



NATIONAL INDUSTRY ASSOCIATIONS



National Real Estate Investors Association

A federation made up of local associations or investment clubs throughout the United States



Find A Local Chapter to Join

<https://nationalreia.org/fd-a-reia/>

REIClub

Find An Investor Group in You Area:

<https://www.reiclub.com/real-estate-clubs.php>





ONLINE CHAT ROOMS & RESOURCES



Join Chat Groups in Your Area...

 BiggerPockets® <https://www.biggerpockets.com/>

 Connected Investors <https://connectedvestors.com/>



<http://www.landlordonline.com/chat.php>



<http://www.landlord.com/discussion.htm>

Buy Lead Lists...
(click logo to view website)





KEY WORDS TO SEARCH FOR IN GOOGLE



- 1) Real Estate Investors
- 2) Single Family Rentals
- 3) Single Family Rental Companies
- 4) Residential or Real Estate Property Managers/Management Cos.
- 5) Residential Rentals
- 6) Single Family Rental Communities
- 7) Residential Investment Brokers, Consultants, or Specialists
- 8) Single Family Rental Market
- 9) Homes/Duplexes, Triplexes, Fourplexes for Rent
- 10) Real Estate Lenders
- 11) SFR
- 12) SFR Rentals
- 13) Landlords (or Residential Landlords)

- 1) Meetups
- 2) Group
- 3) Association
- 4) Clubs
- 5) Communities

Instructions:

- 1) Add your location to the Google search
- 2) Mix/Match – combine value from Table 1 with value in Table 2, keep trying different combos

Example: “**Real Estate Investor**
Meetups in **Raleigh, North Carolina**”



STEP 4: ESTABLISH YOUR VALUE PROPOSITION



WHAT IS YOUR VALUE PROPOSITION?



- **Define Risk Tolerance**
 - Analysis of Existing Coverage
 - Talk about Deductible Options & Impact on Premium Pricing
 - Talk about maximizing cash flow (monthly billed premium), etc. for accounts greater than \$10K
- **Benchmarking & Case Study Development**
 - After you establish a consistent flow of business with SES, showcase savings trends or coverage improvements to your customers
 - Develop 1 Page Case Study – # of properties, total TIV, added coverage, savings procured, testimonial from the insured, etc.
- **Understand the Investor's Needs**
 - Industry events
 - News/updates
 - Where to buy/sell (SFR hub, Roofstock, HomeUnion, IMN, etc.)
 - What types of claims are common (type, loss \$, etc.)
 - What coverages to ask for
 - How to handle LLC, LLP vs. single entity
 - Etc.



KEY SELLING POINTS – SES POLICY



- **Insure all Residential Rentals on One Policy – How does this help the investor?**
 - Consolidation of individual dwelling policies onto one commercial E&S policy
 - Commercial E&S policy allows them to insure properties under LLC's, LLP's, and other business entities not accepted by most personal lines carriers
 - Reduces risk of coverage cancellation following a loss to the portfolio
 - One effective date for the policy; One bill with flexible billing options
- **No Coinsurance Requirements or Vacancy Restrictions**
 - Most dwelling fire policies require 80% coinsurance; insured must have this amount of replacement cost insured to avoid actual cash value settlement in the event of a loss
 - SES property coverage is on a stated value basis and replacement cost as long as Insurance-to-Value Ratio is \$70/SF or greater; in event of total loss, stated value minus deductible available to the insured
- **Adequate General Liability Coverage**
 - Personal lines policies have anywhere from \$300K to \$500K in GL coverage; SES policy provides \$1 million per occurrence and a \$2 million annual aggregate limit per property (other competitors have \$2 million cap on portfolio)
- **Online Policy Administration Tool TIMS ©**
 - Retail agent and insured are given access to make immediate changes to the portfolio without waiting on the carrier; no monthly reporting to add/delete assets
 - TIMS © can bill premium to investors in an LLC proportionate to their % ownership stake

HOW TO GET THEIR ATTENTION



- **Co-branded SES Marketing Flyers**
(Available upon request)



- Promotions
- Sponsoring events (happy-hour)
- Strategic partnerships with investors' existing providers
- Give a speech at a local meet-up, etc. (refer back to previous slide for talking points)



STEP 5: **ONGOING MARKETING & BEST PRACTICES**

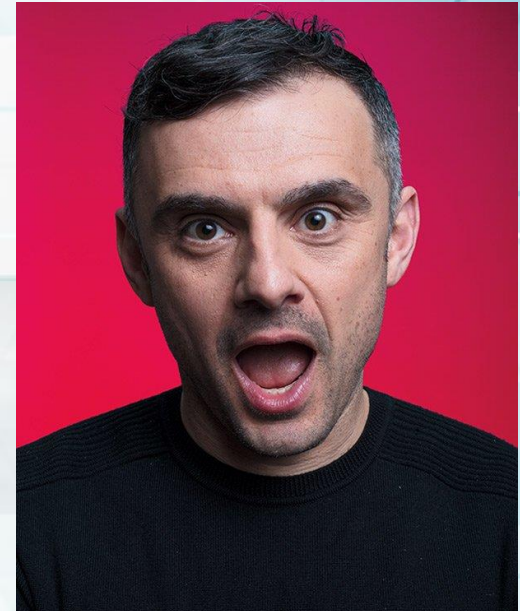




SOCIAL MEDIA




- Power of the iPhone
- Radio discussions or podcasts
- Remain relevant
- Join industry groups
- Because social media has enabled the insureds & brokers to review the other's services or potential offering
- No difference between work & life
- Constantly in public eye, providing additional value to network
- People expect to be sold over social media nowadays



Gary Vaynerchuk
CEO, VaynerMedia

"There no longer has to be a difference between who you are and what you do."



InsurTech FUSION 2019 SUMMIT

RISE OF A DIGITAL INSURANCE INDUSTRY

Some Key Takeaways:

- 1) It's all about the customer; know me, guide me, and make it easy for me to do business with you
- 2) Engage with the customer through various channels (Customer Service vs. Social, Mobile, and Internet of Things)
- 3) Digital Transformation – process and cultural change as much as it is a technology change





EMAIL MARKETING



Week (#)	Subject(s)	Potential Key Points
1	Introduction to SES Policy & Advantages	<ol style="list-style-type: none">1) Commercial master policy for all residential rentals (1 to 4 families)2) Replacement Cost Valuation3) No Coinsurance requirements; vacancy or age restrictions4) Single Point of Contact & Dedicated Customer Service Team
2	How SES Protects the Investor	<ol style="list-style-type: none">1) Total insured value available to investor less deductible with A-rated carriers2) Avoids Carrier disruption in different regions due to loss experience3) Secured online bill-pay portal
3	Advantages of Insuring Under a Commercial Policy	<ol style="list-style-type: none">1) Hedge personal liability risk; separate the property business2) SES can bill out as many LLC's as needed through their TIMS online platform (i.e. 3 investors with different %'s of operating entity)
4	SES for Property Managers	<ol style="list-style-type: none">1) SES can create customer master policy for a PM where all investors' policies are rolled over onto the master policy; this often provides savings as well as coverage updates to the investor SES TIMS Platform can serve as billing facility for PM
5	Multi-state Coverage	<ol style="list-style-type: none">1) SES Policy covers all 50 states with no coastal restrictions (risks are rated accordingly)2) TIMS Platform allows investor to quote and bind coverage...SES does the rest!3) Fixed rate for investor; no hassle with different carriers, rates, & expirations



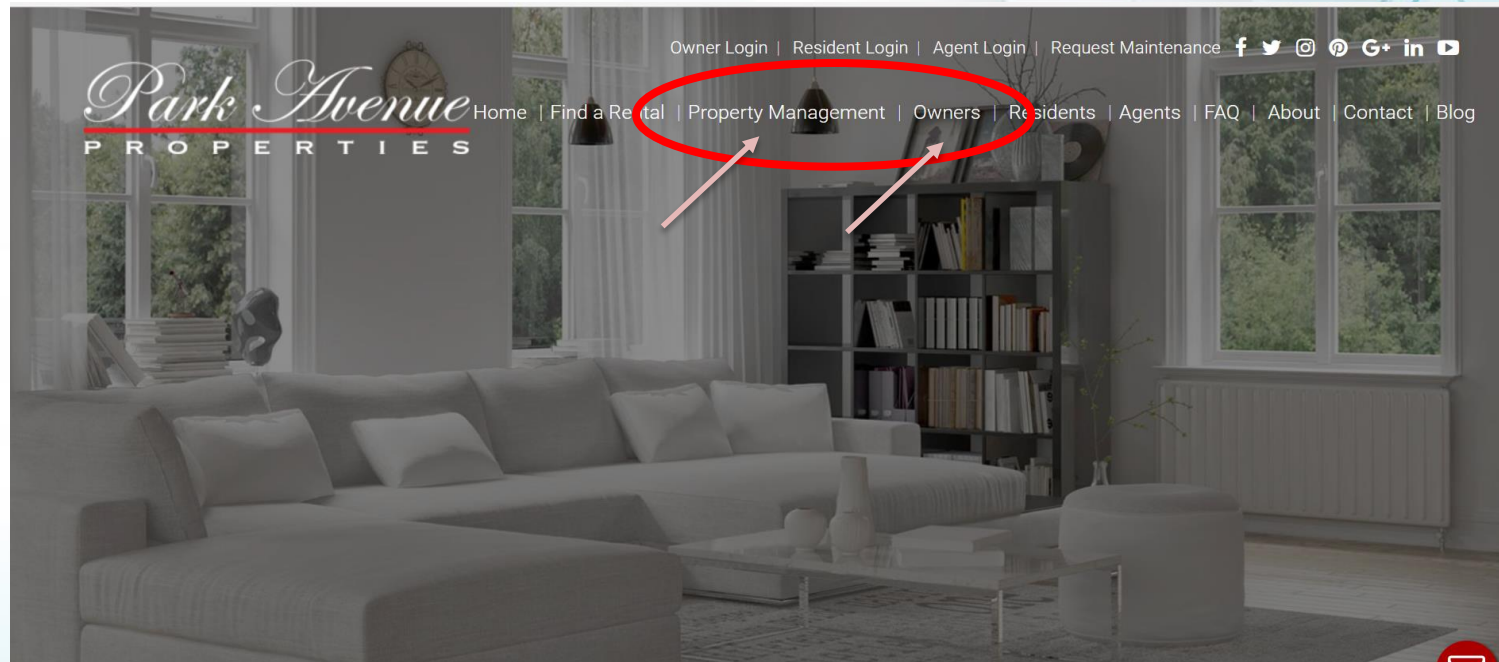
MARKET EXAMPLE RALEIGH, NC





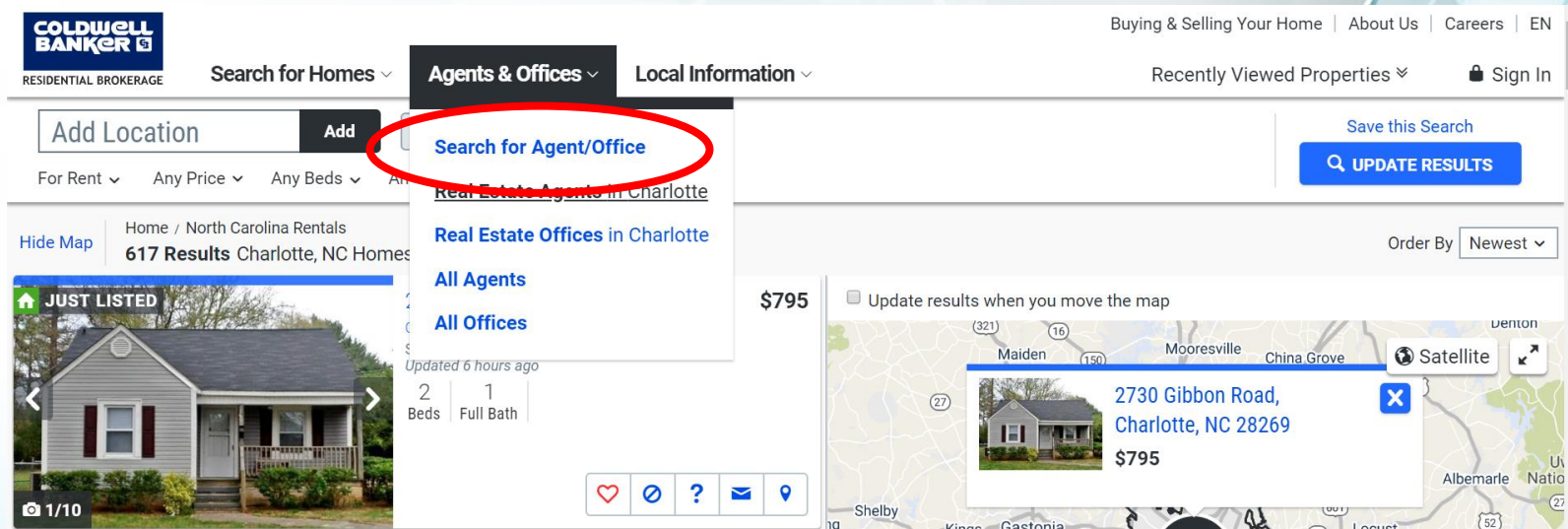
Google Searches – “Single Family Rentals in North Carolina”

- Found “Homes for Rent” by Park Avenue Charlotte Homes
- SES can write a master policy for residential property managers, or approach property management to be a resource for their clients (referral approach)



Google Searches – “Single Family Rentals in North Carolina”

- Coldwell Banker “Homes for Rent”
- They work with the investors you want to write a policy for
- Call the agents and pitch SES Insurance REI program as way for them to add value to their existing clients & differentiate themselves in the market




The screenshot shows the Coldwell Banker Residential Brokerage website. The top navigation bar includes links for "Buying & Selling Your Home", "About Us", "Careers", and "EN". The main header features a search bar with "Add Location" and "Add" buttons, and a dropdown menu for "Agents & Offices" which is circled in red. Below the search bar, there are filters for "For Rent", "Any Price", and "Any Beds". The search results show "617 Results" for "Charlotte, NC Homes". A map of Charlotte, NC, is displayed with a house listing for "2730 Gibbon Road, Charlotte, NC 28269" priced at "\$795". The map also shows other locations like "Maiden", "Mooreville", and "China Grove".



Google Searches – “Single Family Rentals in North Carolina”

- Henderson Properties – Investment group & other real estate services



ASSOCIATION
MANAGEMENT

HOME
SALES

RENTAL
MANAGEMENT

MAINTENANCE
& RENOVATIONS

HENDERSON
INSTITUTE

CONTACT
US

Brandon Davis,

MEET OUR INVESTMENT
CONSULTANT

INVESTING IN REAL ESTATE >

PROPERTY MANAGEMENT
SERVICES >

FAQ'S

WHAT WOULD MY PROPERTY
RENT FOR?


RENTAL PROPERTY
MANAGEMENT PROPOSAL

AVAILABLE RENTALS


TENANT INFORMATION >

PAY YOUR RENTAL
PAYMENT >

Consultant




Brandon Davis
Real Estate Investment Consultant

 **704.535.1122 x233**

Brandon Davis is responsible for creating & building, developing strategies to contribute to the rental division through client acquisitions & retention. He oversees the company's strengths, identify new market opportunities to put the company in a competitive position in the industry.

I assist potential clients by helping them determine if it is the right decision for them. I can give them an idea of what they can expect in terms of their property, explain our services and fees, and help a homeowner to a landlord by using our stress free Property Management Services.

Let me help you get the most out of your rental property!



CONTACT US



Google Searches – “Single Family Rentals in North Carolina”

Sample Email – Sent to Brandon 8/11/2018

Hello Brandon – I was researching the single family rental market in Charlotte, and came across Henderson Properties and your name. I have a good amount of insurance brokers appointed in your area that that I work with. We are an insurance program designed for real estate investors that have 6 or more rental properties in a portfolio. Typically, investors insure their properties on individual policies through personal lines. Our commercial policy enables them to consolidate all the properties onto one master policy, and is designed to benefit the investor.

I am not certain if Henderson Properties also has its own portfolio of single family rentals (1 to 4 unit properties), but I think there are a lot of efficiencies we can gain through exploring master policies for Henderson the investor clients you serve on a daily basis. Can we connect in the coming weeks?



Google Searches – “Real Estate Investor Clubs in Raleigh, NC”

- Join the investor clubs and attend meetings listed on websites and Meetup
 - 1) **Charlotte REIA – Business Membership - \$199/year**
 - 2) **Metrolina Real Estate Investors Association – Individual Membership - \$119/year**
 - 3) **Charlotte Metro Real Estate Investment Club – Corporate Sponsorship - \$200/year**
 - 4) **Carolinas Real Estate Investor Association - \$200/year**



Google Searches – “Real Estate Investors in North Carolina”

HOME UNION REPORT - <https://www.homeunion.com/raleigh-nc> (Report to Follow)

“Single Family Rental Communities in Raleigh, North Carolina”

POINT2HOMES

- <https://www.pot2homes.com/US/Sgle-Family-Homes-For-Rent/NC/Raleigh.html>

FRED SMITH PROPERTIES - HEDINGHAM NEIGHBORHOOD

- <http://www.fredsmithproperties.com/hedgham>

BLOCK & ASSOCIATES REALTY (OWNED PROPERTIES)

- <https://www.nchomerentals.com/area/homes-for-rent--raleigh-nc/>

NORTH OAKS LANDING

- <https://northoakslanding.com/gallery/> (Caveat – Are these detached 1 to 4 unit structures, or multifamily?)



HOME UNION REPORT - <https://www.homeunion.com/raleigh-nc>

Known as the “Research Triangle,” the Raleigh-Durham area is home to IBM, Cisco, SAS and Wells Fargo. Not only does the area offer a wide range of career opportunities, the area also has affordable housing and walkable neighborhoods. According to CNN, Raleigh was ranked the #1 place to relocate for a job in 2016. In 2015, there were over 24,000 job openings alone. Duke University, UNC Chapel Hill, and Davidson University are some of the top schools in the area along with quality state schools (NC State). Raleigh-Durham continues to be the fastest growing metropolitan area while maintaining the #2 ranked affordable housing market in the U.S.

- Market Highlights
- Home to 200 companies in the Research Triangle that employ more than 46,000 workers in biotechnology, information technology and related sectors
- Ranked 2nd in affordable housing markets with good schools in the U.S. – (RealtyTrac)
- Fastest growing metropolitan area through 2025
- Raleigh is the #1 place to be hired because of the ratio of number of job active openings to population – (CNN)
- Ranked #7 for lowest cost of living compared to salary out of the United States tech hubs
- Wake County is projected to increase 24.5% in population by 2027
- University of North Carolina at Chapel Hill, Duke University and Davidson University drive demand for rental housing
- Entertainment venues: PNC Arena, an indoor sports arena and concert venue that houses the NHL’s Hurricanes



Google Searches – “Real Estate Investors in North Carolina”

Northwest Raleigh

- The northwest region of Raleigh is home to some of [North Carolina](#)'s best places to live, such as Morrisville (#1), Cary (#2), and Chapel Hill (#3). It includes more than 200 companies that draw in thousands of college graduates a year. On top of great universities, Chapel Hill School District is ranked #1 in all of NC according to bestcolleges.com. With 3 prestigious Universities nearby and thriving businesses, the northwest will always have a large population and demand for housing.
- The Research Triangle- more than 200 companies that employ over 46,000 workers in biotechnology, information technology and related sectors; IBM, Cisco, GlaxoSmithKline, Lenovo, LabCorp, General Electric, etc.
- University of North Carolina at Chapel Hill- D1 University, ranked 30th in Nation
- Fastest growing metropolitan area through 2025
- Duke University- ranked 3rd in all of NC according to bestcolleges.com
- Davidson University- ranked 2nd in all of NC according to bestcolleges.com
- North Carolina State University- #4 best college in NC by bestcolleges.com
- The PNC Arena- indoor sports arena, concert venue, home to NHL Hurricanes
- Raleigh Durham International Airport- 14.6 miles from downtown Raleigh
- The Streets at Southpoint- shopping mall in Durham
- North Carolina Museum of Natural Sciences
- North Carolina Museum of Art- galleries, education studios and special exhibitions north of NC State University



Google Searches – “Real Estate Investors in North Carolina”

Northeast Raleigh

- Northeast Raleigh is close to multiple nature preserves and is a short drive to Lake Falls. Wake Forest suburbs generate strong family demand with great neighborhoods. Surrounded by parks and athletic centers, it is projected to increase in population by 24.5% by 2025. In addition, the schools in Wake County are also ranked #5 in all of North Carolina according to niche.com.
- North Hills- a mix of 130+ local shops, spas, markets, restaurants and hotels
- Wake University- ranked 6th best college in North Carolina
- Mordecai Historic Park- President Andrew Johnson's birthplace
- Raleigh Beer Garden- world's largest selection of beer on tap under the same roof (350+)
- Neuse River Trail- longest river in NC, trail goes from Falls Lake in Wake Forest to Wake/Johnson County line
- North Carolina Museum of Natural Sciences- oldest established museum in NC
- Falls Lake- most of Raleigh's fresh water comes from this lake, short commute to Durham or Raleigh
- Raleigh Durham International Airport- 14.6 miles from downtown Raleigh
- The Streets at Southpoint- shopping mall in Durham
- IBM manufacturer, LabCorp



Google Searches – “Real Estate Investors in North Carolina”

Southwest Raleigh

- The southwest region of Raleigh has a wide variety of shopping and entertainment. It is also home to two of North Carolina’s top places to live, Cary and Apex. These suburbs in Wake County are ranked #2 and #4 by niche.com, largely due to the short commute to the city, great school systems, and neighborhood safety.
- Pullen Park- NC’s first public park in Raleigh, close to the North Carolina State University, 5th oldest operating amusement park in the U.S.
- Koka Booth Amphitheatre- outdoor amphitheater
- Mordecai Historic Park- President Andrew Johnson’s birthplace
- Lake Johnson- Rec center, 5 miles of trails, boat rentals, fishing, campgrounds
- State Farmers Market
- Jordan Lake- reservoir southwest to Raleigh, lots of boating ramps and beaches
- Falls Lake- most of Raleigh’s fresh water comes from this lake, short commute to Durham or Raleigh
- Raleigh Durham International Airport- 14.6 miles from downtown Raleigh
- The Streets at Southpoint- shopping mall in Durham
- Cary Towne Center- shopping mall



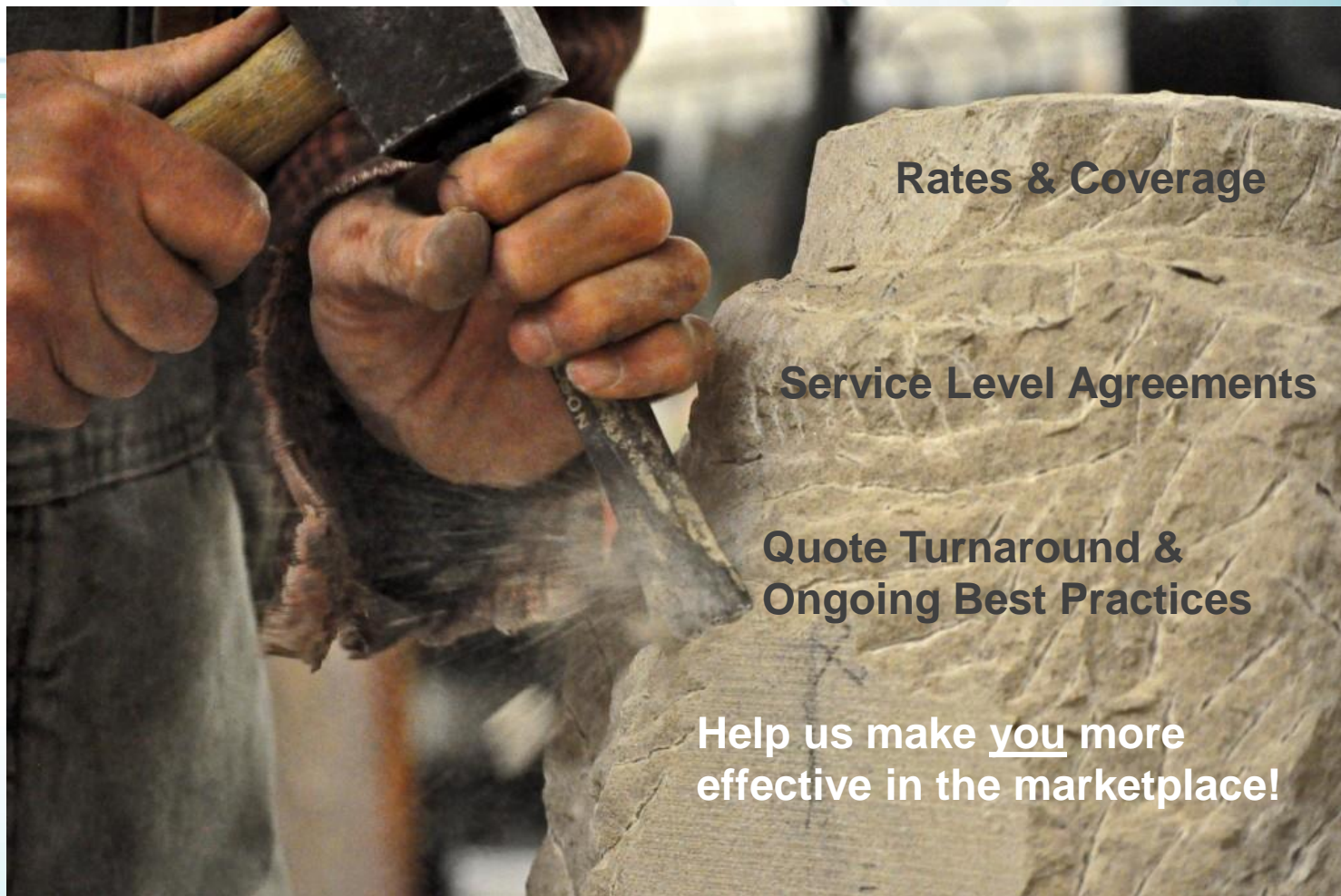
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Southeast Raleigh

- The southeast region of Raleigh is rich in culture, making it home to some of the most historical landmarks in NC. The area has access to the I-95, I-40, and U.S. 70. As living standards in southeast Raleigh continue to improve, the area as a total is growing at a fast pace.
Johnson County represents a particularly exceptional area of growth right now. With access to major freeways, Johnson County is projected to grow 27.3% by 2027. The southeast is a great place to invest because of the cheaper housing and option to live either downtown or a slower atmosphere outside the city.
- Coastal Credit Union Music Park- music festivals
- Koka Booth Amphitheatre- outdoor amphitheater
- North Carolina State Capitol Landmark- one of Raleigh’s National Historic Landmarks, honors significant events in NC’s history
- North Carolina Executive Mansion- “the most beautiful governor’s residence interior in America”-President F.D.R., offers tours of the mansion
- Red Hat Amphitheater- downtown Raleigh, 5000 seat outdoor music venue
- The Neuse Golf Club- 21 miles from downtown Raleigh
- Five County Stadium- Carolina Mudcats, Brewers minor league team



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If you have any questions regarding the content of this presentation, please reach out to our Business Development Director, Russell Watts. He can be reached at (949) 424-0819 or rwatts@ses-ins.com.