



Styemaker Homes
Residential Redevelopers

A Real Estate Solutions Company



Putting Your Money To Work For You

Reference Guide

- Who Are We? ----- 3
 - Stylemaker Homes, Inc. -----3
 - Our Mission ----- 3
 - The Story of Stylemaker Homes -----4
- Company Credentials ----- 5
 - Certifications ----- 5
 - Real Estate Experience ----- 5
- Company Business Model ----- 6
 - Overall Investment Approach ----- 6
 - What’s Our Competitive Advantage ----- 7
 - EyE Homes vs. Traditional Buyer ----- 8
 - Investing Buying Criteria ----- 9
 - How do we buy homes so far below market value? ----- 10
 - How we sell properties Quickly ----- 11
- Private Lending ----- 12
 - What is Private Lending ----- 12
 - How the Process Works ----- 12
 - Overview of the Private Lending Process ----- 13
 - Investment Deal Scenario ----- 13
 - How you Benefit From Private Money Lending ----- 14
 - Risks Vs. Rewards ----- 16
 - How Private Money Helps Our Company ----- 17
 - We Protect Our Lenders ----- 18
- Common Ways Private Lenders Fund Deals ----- 19
- Investing with a Self-Directed IRA Accounts ----- 20
- Investment Terms & Conditions ----- 21
- Testimonials ----- 22
- Property Showcase ----- 23
- Taking the Next Steps ----- 25
 - Getting Started with Us ----- 25
 - Referral Program ----- 25
- Frequently Asked Questions ----- 26



Stylemaker Homes
Residential Redevelopers

Who Are We?

Stylemaker Homes, Inc is a professional, full service real estate solutions firm that buys and sells properties throughout the Greater Seattle area. We specialize in buying distressed properties at a significant discount, and renovate and resell them to retail home buyers and landlords. Founded in 2013 by Ashley Walsh, Stylemaker Homes is excited to be part of the area's solution to its tight housing. Additionally, they aspire to continue their contributions to the economic rejuvenation of Columbus Ohio and its neighborhoods through their own private lending to other investors.

Since its inception, Stylemaker Homes has passionately pursued the goal to help others in the community find an answer to their real estate needs. Through the years, they've developed a solid foundation of real estate knowledge, with the integrity to follow up on promises and make successful deals happen.

OUR MISSION

When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. At Stylemaker Homes, it's our goal to not only have a positive effect on ourselves and our families - but also to inspire, motivate and create lasting change in everyone we encounter. We will treat our clients and team members with respect at all times.

"OUR COMPANY WILL PROVIDE SUPERIOR REAL ESTATE SERVICES AND SOLUTIONS THAT EXCEED CUSTOMER EXPECTATIONS WITH INTEGRITY AND CREATIVITY AS WE UTILIZE AND UPHOLD GODLY PRINCIPLES AND VALUES."

Facts About Stylemaker Homes

- 15 years Professional Project Management – on time, on budget, on quality ranging \$350k-\$5 million
- Proven Real Estate Investment Systems and Process
- Focused on providing solutions for clients and value for investors by locating and renovating distressed properties.

Who Are We?

The Story of Stylemaker Homes



Ashley Walsh & Riley

Originally from Southern California, Ashley moved to Sammamish with her husband from Australia. Her daughter, Riley, enjoys dual-citizenship, and the family travels to Australia often. Before living in Australia, Ashley worked for over 8 years with the Paris-based video game developer and publisher Ubisoft. As a successful video game producer, Ashley managed game productions all over the world, ranging from \$350,000 to \$5,000,000, on-time, on-budget, and on-quality. After becoming pregnant, Ashley realized she couldn't go back to the long days, the international travel, and 7-day weeks of software development.

Ashley and Robert have been successful business-people their whole lives. For Ashley, it started at a young age helping her father in his successful commercial real estate business. Her father has specialized in helping non-profits such as churches, the YMCA and Salvation Army for as long as Ashley can remember. "He's been a big inspiration for me to want to help the little guy and protect them against the establishment."

In the year her daughter was born, Ashley began her education in real estate investment and established Stylemaker Homes Inc. Stylemaker Homes follows a proven business model and builds upon the strengths she acquired over years of experience with Ubisoft. It is a female owned, and female friendly full service real estate solutions company.

In her own words, "at Stylemaker Homes, we buy, remodel, and sell properties looking just like new. We buy and sell at competitive market prices and try to focus on expanding urban areas that will guarantee long-term investment value for all parties involved. This way we give home owners a secured way to cash the value of their property, we give home buyers access to the house of their dreams (move-in ready), and we provide investors with an opportunity to use their capital on the basis of significant future return in today's real estate environment."

"We're highly motivated, knowledgeable, ethical, and qualified to handle any real estate transaction. We are committed to helping people with their real estate needs and making successful deals happen".

Company Credentials

CERTIFICATIONS:

- Bachelor of Science, concentration Science: Animal Science (pre-veterinary medicine)
 - from Colorado State University
- Licensed General Contractor #STYLEHI860DO
- Mastery Student at Fortune Builders University.
- Private Money lender

REAL ESTATE EXPERIENCE:

Sold over \$2,000,000 in Real Estate in the past 3 years.
Funded around \$500,000 in investments

TRANSACTIONS SINCE 2013:

RENOVATIONS: 3 Completed, Bought and Sold
CURRENTLY: 1-3 Rehabs going on at any time
SHORT SALES: 4 properties
CASHFLOWING RENTALS: 3 sold, purchased or in-progress currently
PRIVATE MONEY LOANS: 11 successful or currently active transactions

OVER "22" PROPERTIES AND TRANSACTIONS TO DATE !



*Ashley Walsh & JD Esajian,
her mentor from Fortune
Builders and CT Homes from
A&E's Flip This House*

Company Business Model

OVERALL INVESTMENT APPROACH

Our overall investment strategy and specialty is to purchase distressed properties at a deep discount – usually 30% or more below market value, and renovate and sell those properties to retail homebuyers.

At Stylemaker Homes, we pride ourselves on having a strong foundation of real estate knowledge and training. Our focus is on providing SOLUTIONS for our clients and finding VALUE for our investors by locating ugly, vacant homes that are lacking STYLE and we put them back into use after renovation.

Our Business Strategy

- We purchase distressed residential properties 30%-50% below current market value
- We purchase, renovate and sell these properties to retail buyers.

Our core business lies within our systems, education and knowledge of the real estate industry. We did not just buy a CD off the Internet and become a real estate investor overnight. We have spent thousands of dollars to learn how to be successful in this business and do it the right way the first time. Through our affiliation, we are connected with a national network of investors that provide continual support and weekly trainings on changes throughout our industry. This process has allowed us to circumvent many pitfalls most novice investors would make. Learning the hard way is not a phrase in our vocabulary, and we certainly would not ask anyone to invest with us if we weren't confident enough to invest ourselves!

We Follow A Strict Due Diligence Process

We have a systematic and disciplined approach when purchasing investment properties, putting each potential investment through a strict due diligence process. This rigorous set of criteria includes, but is not limited to, the following:

- Comparable property analysis
- An economic study of the neighborhood, city planning and development
- Demographics of area, marketability, and growth potential
- Statistics on the crime rate
- Public transportation and schools
- Overall condition of the property, including heating and air, plumbing, electrical, roof and structural condition

Company Business Model

WHAT'S OUR COMPETITIVE ADVANTAGE?

Our company can acquire great deals on properties because we have the ability to act quickly and can close with CASH on the seller's timeline. This is why we can buy properties at such a discount. Obtaining loans through private money lenders gives us this competitive advantage over other investors who sometimes take weeks to go through the time consuming bank approval process in order to purchase properties.

We have an aggressive TEAM approach, and a top-notch ability to expand our client base through our knowledge of deal structuring and advanced real estate techniques.

We also employ marketing strategies as soon as we purchase a home – giving us a fair advantage over a realtor. Typically, most realtors don't spend time or money on marketing or lead generation strategies. As a result, it takes the more time and they aren't allowed to pre-market like we can. Often times, we are able to find our own buyers allowing us to secure a strong sales price and save on sales commissions. Our renovation process is also down to a science with handpicked and proven construction crews who know we are not retail clients. We pay wholesale prices to all contractors and typically get bulk discounts on all materials.

Advantages to Working With Us

- We have the business systems and knowledge to purchase properties QUICKLY and with CASH
- We create value by finding ugly, vacant homes and putting them back in use after renovation
- We pay wholesale prices to all contractors and typically get bulk discounts on all materials
- We have a creative marketing system to find and purchase properties before they're ever listed
- We can find our own buyers allowing us to secure a strong sales price and save on sales commissions

Investing with us also provides a win-win for the homeowner as well. With your cash funding, we can offer homeowners something that very few buyers can. We are helping sellers by purchasing their homes in their timeline -- in as little as 10-14 days. Knowing that we're going to renovate the home and we are buying in as-is condition is a very important factor to sellers who live in older, outdated homes, or those needing repairs. These sellers will also not be required to pay any attorney fees, closing costs, home warranties, inspection fees, realtor commissions, etc. We are not the perfect fit for everyone; but for the seller with the right motivation, these features are a necessity.



Company Business Model

STYLEMAKER HOMES VS. TRADITIONAL BUYER

Here are just a few benefits sellers have of working with Stylemaker Homes to sell a home:

- ✓ **CASH OFFER**
- ✓ **NO COMMISSION**
- ✓ **QUICK CLOSE**
- ✓ **NO FEES**
- ✓ **PAY NO CLOSING COSTS**
- ✓ **WE BUY THE HOUSE AS IS**
- ✓ **NO APPRAISAL**
- ✓ **NO LENDING RESTRICTIONS**



Most homeowners have no idea what options are available to them beyond listing a house with a Realtor or trying to sell the house on their own and just hoping for the best. We provide a unique alternative to listing their house on their own or with a Realtor.

When we work directly with a home seller, what we provide can not only make for a smooth transaction, but it can also add up to thousands upon thousands of dollars in savings as compared to selling a home through traditional means.

How Do We Compare to a Traditional Buyer?

	Traditional Buyer	Stylemaker Homes
Method of Payment	Bank Financing	CASH
Repairs	1-8% of Homes Value	None (Sold AS-IS)
Closing Timeframe	30+ Days	10-14 Days
Commissions	5-6% of Sale Price	None
Seller Paid Closing Costs	1-6% of the Purchase Price	Zero
Appraisal	Mandatory	None
Length of Time on Market	43 Days on the Market (King County Average)	0 Days

Company Business Model

INVESTMENT BUYING CRITERIA

Our goal is to buy distressed homes in stable areas where there is still strong buying demand. Part of our grand vision is to improve the overall quality of living in both urban and suburban neighborhoods. In addition to improving overall quality of life, we are committed to increasing the value of real estate in our community. Our company builds value by rehabilitating properties that are in significant need of repairs. We are able to target distressed properties and breathe new life back into them by renovating and improving the condition of the property. By doing so, we are able to create beautiful homes and encourage home ownership.

Types of Properties We Target

- Distressed properties in significant need of repairs
- Properties where sellers need to sell quickly
- Properties owned free and clear

The ability to identify a wise real estate investment is certainly a learned skill. We have been thoroughly trained and possess this skill - along with the intuition to spot these great investment opportunities in today's market.

Not every opportunity is a "good deal", and we have built our company on a stable foundation knowing our numbers. If the numbers don't make sense to us it certainly won't make sense to our investors. Our goal is to be in business for many years and brand a company that will be passed down to our children, which cannot be accomplished by taking uncalculated risks.



Company Business Model

HOW DO WE BUY HOMES SO FAR BELOW MARKET VALUE?

At Stylemaker Homes, we have created a marketing machine that produces a consistent flow of high quality leads. We are very different from our competitors because we don't just put in offers on MLS properties - we take it to the next level. Our creative marketing strategies allow us to reach the homeowner directly, before the property even goes to a Realtor to be listed on the MLS; whereas, the purchase price would escalate.

These are some of the marketing strategies we employ to locate great deals below market value:

Internet	Direct Mail	Other Strategies
Twitter	Probate	Bandit & Yard Signs
Buyer Squeeze Pages	Neighbors	Networking Events
Seller Squeeze Pages	Vacant	Door Hangers
Primary Websites	Free and Clear	Other Wholesalers
Facebook Business/ads	Code Violations	Banners
Google Business Listings	Divorce	Bird Dogs
Google Ad Words	Expired Listings	Event Sponsorships
You Tube	Non Owner Occupied	Zbuyer / 1800sellnow



Company Business Model

HOW WE SELL PROPERTIES QUICKLY

There are many methods we use to sell properties very quickly. We invest a lot of time and money into marketing to build a strong list of buyer clients for our homes. Despite what the media says, internet savvy buyers are out there who are aware of the fact that numerous buying opportunities exist in today's real estate market.

The problem is: they just don't know how to identify and analyze them to ensure they are actually getting a good value. That's where we come in. We are constantly on the hunt for the next great buying opportunity, and use proven techniques to analyze investment properties.

Our ability to locate a great real estate deal covers all types of real estate investments. We are able to identify great buying opportunities for the following types of buyers:

Retail
Landlord
Rehabber

Methods We Use to Sell Properties

- Bandit signs & Gorilla Marketing
- Realtor/List on MLS (Multiple Listing Service)
- Internet/ Listing Websites
- Pre-Listing Walkthroughs



Private Lending

WHAT IS PRIVATE LENDING?

A private money loan is a loan that is given to a real estate investor, secured by real estate. Private money investors are given a first or second mortgage that secures their legal interest in the property and secures their investment. When we have isolated a home that is well under market value, we give our private lenders an opportunity to fund the purchase and rehab of the home. Through that process, the lender can yield extremely high interest rates – 6 or 7 times the rates you can get on bank CD's and other traditional investment plans.

Sources of Private Money:

- 401k
- Self-Directed IRA
- Profit Sharing
- Personal Savings, Trust Fund, or any other money sitting around...
- Many are TAX DEFERRED PROFITS

Essentially, private money lending is your opportunity to become the bank, reaping the profits just like a bank would. It's a great way to generate cash flow and produce a predictable income stream - while at the same time, provide excellent security and safety for your principle investment. You can do what the banks have been doing for years...make a profitable return on investments backed by real estate. There is no other investment vehicle like it.

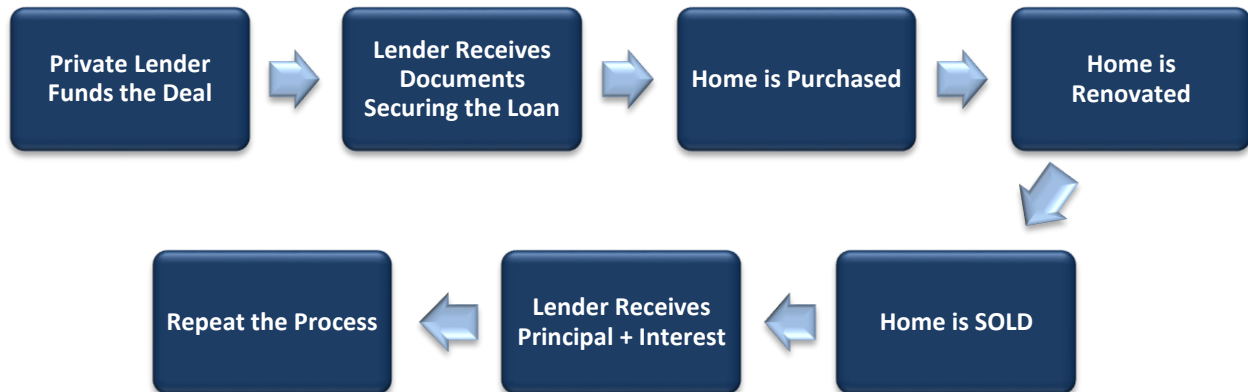
Through private money lending, you have the opportunity to become the bank

HOW THE PROCESS WORKS

The process is simple. We find undervalued property we want to purchase - and once you give us the green light, we borrow the funds from you to purchase and renovate the property. At closing, you receive a mortgage on the home along with other important documents. Next stage is the property renovation. Once the renovations are complete (typically 3-6 months depending on the size of the project), we'll list and sell the property. When it's time for closing, you'll receive your principle plus your interest payment. It's just that simple! The goal is to keep turning that money for you and keep you making substantial profits so you keep coming back to us – building a long term mutually beneficial relationship.

Private Lending

OVERVIEW OF THE PRIVATE LENDING PROCESS



INVESTMENT DEAL SCENARIO

Here's what the numbers would look like on a typical renovation project, with a 6 month hold (including rehab & re-sell time) with a private lender return of 8%.

Purchase Price:	\$ 95,000
Repair Cost:	\$ 68,000
Total Invested: <i>(6 Month Hold)</i>	\$163,000
<u>Sales Price:</u>	<u>\$250,000</u>
Lender Potential Return on Investment =	\$6,520

Private Lending



HOW YOU BENEFIT FROM PRIVATE LENDING

You, as the private money lender can benefit greatly from investing your capital. A real estate mortgage/deed of trust provides you with security instruments you would not get with other investments. You also have added layers of protection because of how we buy, and because you have recourse available to you in case we were to default on the loan.

We currently pay 6-7 times what a typical bank CD is paying. Our rates will fluctuate very little all depending on the purchase price and rehab involved. The lower the price we pay for a home, we can pay a little higher rate to make sure our lenders make it worth their time. Private lending means you can relax while the money is in a truly safe place, working for you.

It's a win/win opportunity for both the lender and borrower

What's in it for you?

- Safe investment secured by real estate
- High returns on your money
- A predictable income stream because rates fluctuate very little
- No management costs
- No daily headaches with managing contractors

Private Lending

Our equity is built into the purchase of the home, where we are buying 30-40% below a retail buyer – that creates instant equity at purchase. Also, in a typical transaction, we cut out the middleman cost, such as: commissions, mortgage broker fees, loan fees; and our escrow costs are also lower because there is less work for them to review.

Because of our buying strategy, we are able to offer our buyers a fully renovated home at or below everything else in the neighborhood. We walk away from hundreds of “close” deals that do not meet our specific buying criteria, and simply won't buy unless it makes sense for everyone involved.



Why Private Lending is So Compelling

- Passive income (minimal time involved)
- No dealing with tenants
- No manual labor renovating properties
- No dealing with unscrupulous contractors
- Short-term use of lenders money
- Sense of security that money will be coming back soon
- Secure collateral position in marketable and liquid real estate
- Borrowers do the HARD WORK of finding the collateral
- Borrowers put THEIR MONEY into lender's collateral
- Borrowers put THEIR TIME and LABOR into lender's collateral
- Borrower takes majority of the risk
- If lender must foreclose, lender makes even more money
- Multiple loans can be made at one time
- It is easy and clean work
- Huge annual industry business loan volume
- You make money while you are sleeping
- It improves the golf game by allowing more play time

Private Lending

RISKS VS. REWARDS

Sitting in Bank	Real Estate Private Lending
\$100,000 x 1% interest	\$100,000 x 8% interest
12 Month Term = \$1,000 ROI	12 Month Term = \$8,000 ROI
	<i>*Backed by Real Estate Private Lending</i>

*You are making a 8x greater return
on your money!*

Stock Market	Real Estate Private Lending
Completely Unsecured	Secured by Deed of Trust or Mortgage Deed
Completely Uninsured	Collateral is Fully Insured
Invest at Market Price	Collateralized Below Market Value
Returns Are Unknown	Returns Are Fixed and Agreed Upon Term
	Tangible Asset

Private Lending

HOW PRIVATE MONEY HELPS OUR COMPANY

Private money lenders bring speed and efficiency to our transactions, and our leverage is far greater when we purchase using private cash funds. Many of the homes we are purchasing are in need of a quick sale within 10-30 days. *A traditional bank requires 30-45 days to close a loan.* Many traditional home sales fall out of contract because of financing issues. Using quick cash as leverage allows us to negotiate a much lower purchase price and reduce our risk.

Our Benefits of Using Private Money

- We won't have to deal with banks, applications, approvals, etc.
- We can buy at deeper discounts
- Gives us a competitive advantage above the rest
- Allows us to buy with cash - Cash is King

Being able to offer a fast closing with private funds motivates sellers to take our offer over the competition, and entices them to take a much lower price than they would from a conventional buyer. Also, lending guidelines are also continually changing and are requiring applications, approvals, junk fees and strict investor guidelines. They also limit the number of investment properties that can be purchased by one company.

On a home purchase requiring renovations, private lender funds will be allocated to the purchase price, renovations, carrying costs, cost to resell and a small buffer for unexpected expenses.



Private Lending

WE PROTECT OUR LENDERS

Mortgages offer the banks solid, long-term, fixed returns. You can put yourself in the position of the bank by directing your investment capital, including retirement funds to well-secured real estate mortgages. Mortgages have ultimate safety because if default occurs, the bank can recover its investment as the first lien holder on the property, and so can you.

Each property we acquire is put through a rigorous evaluation process in order to assess the profitability before the property is ever purchased. "Integrity" is an essential part of our business, and we only make sound investment decisions. Also, for your protection, you are also provided these documents to secure your investment capital:

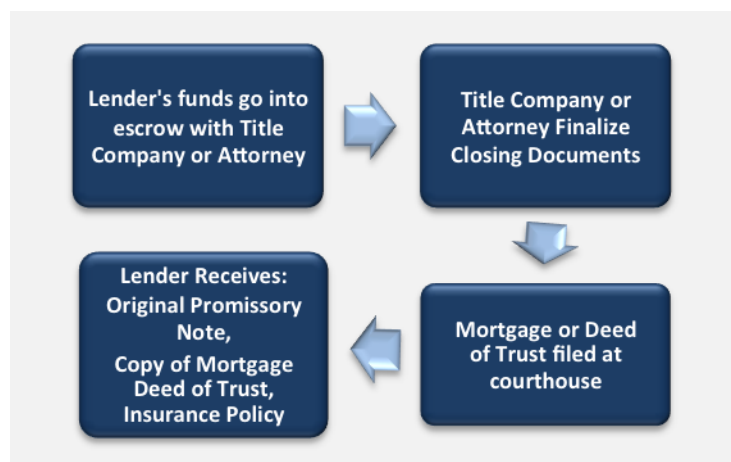
Promissory Note: This is your collateral for your investment capital

Mortgage / Deed of Trust: This is the document that is recorded with the county clerk and recorder to publicly secure your investment against the real property that we are providing as collateral

Hazard Insurance Policy: This is where you as the private lender would be listed as the "Mortgagee" for your protection in case of fire or natural disaster, etc.

We do pay for a title search as well as a title policy on the home just as we would in a typical transaction. For a rental investment with a long-term note, we always keep a valid hazard insurance policy on the property to protect against casualties. You'll be named as a mortgagee and notified if the insurance was not kept current. In the event of any damage to the property, insurance distributions would be used to rebuild or repair the property, or used to repay you.

Overview of the Closing Process



Common Ways Private Lenders Fund Deals

Cash

Cash held in most types of bank accounts can be accessed quickly and can fund your deals in minutes, instead of hours or days. Fees are generally minimal for wire transfers and cashier's checks.

Sources of Funding for Private Lenders

- Cash
- Home Equity Line
- Personal & Business Lines of Credit
- Retirement Accounts
- Liquidated Securities & Investments

Home Equity Line of Credit

A home equity line of credit is a very powerful source of funding that many people have and don't even think of. Unleveraged equity is dead money and it's not making any interest. You can easily tap into that money. It's a way to make sure you're in first position when we're ready to pull the trigger and buy a property. This is the way Stylemaker Homes itself primarily operates.



Personal & Business Lines of Credit

Personal loans and "signature lines of credit" can be obtained from most banks or credit unions by anyone with good credit and a stable income.

Retirement Accounts

More and more private money lenders are using their IRA funds to invest in real estate. A self-directed IRA is essentially the same as a traditional IRA, but allows you to purchase a broader range of investments, including real estate.



Liquidated Securities & Investments

Investments are a way to put your savings to work earning more money. However, if your stocks and investments have not performed as you had expected, it might be time to consider other investments. As you know, stocks can be liquidated as and when you wish. Sometimes you need to liquidate your investments because you need the money for something you want to purchase such as real estate.

Investing With a Self-Directed IRA Account



Most people think that an IRA can only be used to purchase investments, like stocks and mutual funds. But that's not true! You can get private mortgage loans using the funds which are already in your IRA'S and other retirement plans.

As it pertains to lending for real estate investments, enter the Self-Directed IRA. The IRS has set forth guidelines on what you can and cannot invest in with your IRA. Many people are surprised at the scope of options available.

From tax liens, gold, real estate investments and real estate notes, IRA's are much more

powerful than most people ever realized. If you add to that power of a Roth IRA which allows you to enjoy your earnings tax-free or deferred, and you've got a fast road to an easy retirement!

However, in order for you to use retirement accounts for loans, they must first be administered by a third party custodian. After selecting your custodian, you simply send a transfer form to them and they'll do all the work for you, once you've done that you are ready to make private mortgage loans. We would be happy to recommend a local custodian we've worked with in the past who can assist you with setting up your account.

Retirement Accounts That Can Be Self-Directed

- Roth IRA's
- Traditional IRA's
- SEP IRA's
- SIMPLE IRA's
- 401k (solo)
- 401k (qualified plan)
- Educational Savings Accounts
- Health Savings Accounts

**Profits can be tax free or tax deferred when you invest with one of these vehicles*

Investment Terms & Conditions

TERMS & CONDITIONS



Minimum Investment:

When working with private lenders, \$50,000 is our minimum standard investment. When first investing with us, a lower initial investment amount may be agreed upon to ensure you're confident when working with our company.

Mortgage Terms:

The majority of our loans are set up on an 6-8 month note; however, it depends on the size of the project. If we are doing a teardown and rebuild, we will have to wait

on the county inspectors for many approvals - thus causing delays. We account for all of those details upfront and will give you estimated time frame for the return on your investment. Also, we do not pool funds - your funding will be tied to one piece of property secured by a deed of trust.

Payment Schedule:

Typically, we pay one large lump sum at closing on a short-term note. This is much easier to manage for both of us, especially if we're working out of a retirement account. On a longer note, we will pay monthly just like a typical mortgage.

1st or 2nd Lien Position:

The Investor, as "mortgagor," has the right of first lien holder and Power of Sale on the property. The 1st lien position is placed behind a senior mortgage. You are probably used to hearing the term first and second mortgage. The second mortgage is a junior lien because it's in 2nd position. The senior lien or first mortgage must be paid prior to the 2nd lien.

Investment Terms & Conditions

- Minimum Investment - \$50,000
- Interest Rate - 10% on average
- Payment Schedule - paid monthly on the 1st of the month
- Mortgage Terms - 12 months (*projects usually completed in 3 to 6 months*)
- Return of Principal and Interest - paid back at closing
- 1st or 2nd Lien position
- Option to renew
- All documents recorded

Testimonials

“When we set out to buy our first home together, we never in a million years thought we would find such a perfect home. Stylemaker Homes agreed to help us with our closing costs so that we could afford our first home. Thank you”,

- Garth and Cinnamon, First time homebuyers

“If you are in the Seattle area, Ashley is a great gal to know, a very successful real estate investor, I’ve known her for a number of years. I highly encourage you, if you are a contractor a private lender or if you are looking to buy or sell an investment property, she is someone who is absolutely a great person to get to know ”

- Than Merrill, A&E’s Flip This House

“(Stylemaker Homes’ crews) work quietly, are considerate of neighbors, friendly, efficient, and they take pride in their work.”

- Bonnie, MLT house’s neighbor

“Ashley is extremely thoughtful, knowledgeable and a hard worker. It’s refreshing to know another woman who is a do-it-herselfer, entrepreneur and detail-oriented project manager who prides herself in her work and relationships.”

- Lori, fellow real estate investor

“It’s been great to work with Robert and Stylemaker Homes on our projects. We learn so much already from them and right way with properties, escrow and title. They are fast and flexible.”

- Esteban, mortgagee

Property Showcase

STYLEMAKER HOMES, INC. RENOVATION PROJECTS



Mountlake Terrace



Sammamish

Property Showcase

STYLEMAKER HOMES, INC. RENOVATION PROJECTS

Before

After



Bellevue



Seattle Joint Venture with JH Realty

Taking the Next Steps

GETTING STARTED WITH US

If we haven't already, it's important to sit down and discuss all these details in person. We will need a clear definition of what your goals are, i.e. long term investment or short term, and the amount you are comfortable initially investing. At that point, we will present you with any current opportunities that fit that criteria or contact you as soon as we have one that fits.

If you have any interest in this opportunity, please contact our office by phone at 425-654-4447 or send us an email:

Ashley Walsh:
ashley@StylemakerHomes.com



REFERRAL PROGRAM

Word of mouth is typically how we are able to work with private lenders like you. It would be greatly appreciated if you passed our information on to anyone that may be interested in the opportunity to be a lender. In our business, it's always important that we have a steady stream of lenders. Once you've done a few deals with us and you've learned how we're purchasing so low, you may attempt to do it on your own. If that's your goal, we're happy to help you as best we can.

Frequently Asked Questions

WHAT IS PRIVATE LENDING?

When we have isolated a home that is well under market value we give our private lenders an opportunity to fund the purchase and rehab of the home. And earn high interest rates that are double or triple the rates you can get on bank CDs and other Traditional Investment Plans.

HOW IS THE MONEY USED?

On a new home purchase that requires renovations the cost will be allocated to, purchase price, renovations, carrying costs, cost to resell, and small buffer for unexpected expenses.

WHY DON'T YOU GET A TRADITIONAL LOAN?

There are many reasons but the main one is time and negotiation leverage. Many of the homes we are purchasing are in need of quick sale within 10-14 days. A traditional bank requires 30-45 days to close a loan. Also, our leverage is far greater when we purchase using cash funds. Many traditional home sales fall out of contract because of financing issues. This allows us to negotiate a much lower purchase price and reduce our risk.

Lending guidelines are also continually changing and require applications, approvals, junk fees, and strict investor guidelines. They also limit the number of investment properties that can be purchased by one company.

HOW CAN YOU AFFORD TO PAY SUCH HIGH RETURNS?

We make our money on the purchase. Yes we pay very high returns but it allows us purchase around 30% below a retail purchaser. That instantly creates thousands of dollars in equity at purchase. Also, we cut out the middlemen in a typical transaction such as, commissions, mortgage broker fees, loan fees, and our attorney costs are lower because there is less work for them to review.

We also employ marketing strategies as soon as we purchase the home. Realtors can't start this process until there is a signed listing agreement. Often times we are able to find our own buyers allowing us to secure a strong sales price and save on sales commissions. Our renovation process is also down to a science with crews that know we are not retail clients. We pay wholesale prices to all contractors and typically get bulk discounts on all materials.

We are buying so conservative and under valued that we are able to offer our buyers a fully renovated home at or below everything else in the neighborhood. We walk away from "Close" deals and won't buy unless it makes sense for everyone involved.

ARE YOU REALLY HELPING SELLERS?

Absolutely. With your cash funding we can offer something very few buyers can. We are buying on their timeline in as little as 14 days. Knowing we're going to renovate the home we

are buying As Is, which is very important to sellers that live in older outdated homes. They will not have to pay any junk fees either, IE attorney fees, closing costs, home warranties, inspection fees, realtor commissions etc. We are not the perfect fit for everyone but for the right seller these features are a necessity.

DO YOU HELP RENTERS PURCHASE?

You bet. This is one of our biggest strategies to find homebuyers. Rent rates continue to increase and renters see the value in home ownership. We teach renters how much money they can save by owning a home and how important it is to their future financial freedom.

WHAT IF THE MARKET GETS WORSE AND VALUES GO DOWN?

This is a great question and valid concern. However, our strategy is not to speculate 3 years down the road. Our goal is to purchase quick and sell even faster. Most of our projects are complete in 2-4 months and will be sold in 3-5 months. The market doesn't tend to shift that dramatically in the matter of months it's typically a longer process for an area to decline. Remember we're buying in strategic areas where inventory is already low and demand high to greater minimize our risk.

WHAT INTEREST RATE DO YOU TYPICALLY PAY YOUR PRIVATE LENDERS?

We currently pay 4-5 times what a typical bank CD is paying. Our rates will fluctuate very little all depending on the purchase price and rehab involved. Most of our lenders are paid 8%. The lower the purchase price we pay a little higher rate to make sure our lenders make it worth their time.

HOW LONG UNTIL I SEE MY MONEY AGAIN?

The majority of our loans are set up on an 6-8 month note. It depends on the size of the project. If we are doing a teardown and rebuild we are going to have to wait on the county inspectors for a lot of approvals thus causing delays. We account for all of those details upfront and will give you estimated time frame for the return on your investment.

WHAT IF I WANT A LONGER NOTE?

If your goal is to be completely passive and keep you money at work for several years we have other great opportunities. Occasionally we will buy rental homes using private equity funding on a multi year note. The other option is we can talk about funding a small business loan and we can supply you with a junior lien on a rental property.

DO YOU GUARANTEE MY INTEREST FOR 10 YEARS IF I GET INTO A 10-YEAR NOTE?

We guarantee your interest for as long as we own the property. If we sell in five years for example you will have earned 5 years of interest. There will not be a pre-payment penalty. We retain this right for both of our protection. Real Estate is something that changes frequently if we see another real estate boom occurring and pricing rapidly increasing, and then it is in our best interest to sell and realize a large profit.

WHAT IF I'M ON A SHORT-TERM NOTE AND SELL THE HOME AFTER ONLY 1 MONTH?

It's extremely important to us that we do not waste your time. This does occur occasionally where the stars line up and we find a buyer immediately. In this scenario we provide you with two options we can either move the note to another property or pay you a minimum of 3 months interest. Most investors see the strength of our purchase ability at that point and simply move the note to another property.

WHEN WILL I RECEIVE PAYMENTS?

Typically we pay one large lump sum at closing on a short-term note. This is much easier to manage for both of us, especially if we're working out of a retirement account. On a longer note we will pay monthly just like a typical mortgage.

WHAT'S YOUR MINIMUM INVESTMENT?

We prefer to borrow at least \$100,000 when working with our private lenders. However, we have gone below that amount in the past to get you comfortable with us and us with you. This will show you how simple the process is prepare you for the next one.

IS THERE A GUARANTEE ON YOUR INVESTMENT?

No. There is no government backed guarantee on these privately held real estate notes. You're deriving protection from the equity in the real estate. If at any time we were to default on the note you have legal rights to take the home (essentially foreclose on us). Many investors laugh about this one and say, "I hope you're a day behind on payments I'd gladly take this one off your hands". You have to remember we plan for the worse and our homes have thousands of dollars of equity in them and worse case scenario often times is we don't make "as much" as we hoped for.

IS THIS IRS APPROVED TO USE RETIREMENT ACCOUNTS IN THIS MANNER?

These are established tax guidelines and it is completely legal. However, we always recommend the services of a custodian to invest retirement funds tax deferred or tax-free. For initial research, try IRA Financial Group (www.irafinancialgroup.com), and there are others like Entrust. Our attorneys or us will be glad to answer questions about this or help get you setup right.

HOW DO I KNOW YOUR LOAN TO VALUE ESTIMATE IS CORRECT?

It's our policy not to borrow more than 70% of the value of a property using private lender money. That leaves at least a 30% cushion of equity. We will provide you with a full analysis of the property condition, estimate of repairs including contractor quotes, comparative market analysis, and ARV (after repair value). That extra 10% above the usual 20% is how we minimize risk.

WHO BUYS INSURANCE?

We do pay for a title search as well as a title policy on the home just as we would in a typical transaction.

HOW MUCH IS IT GOING TO COST ME TO LEND TO YOU?

It is our policy to pay for all the closing costs so that your entire investment goes to work for you. We will pay for the closing agent, doc prep fees, notary fees, overnight mail fees, bank wire fees and recording costs. We do not charge any fees or commissions to our private lenders. If you would like to prepare the docs with your own attorney, we are happy to pay a point on the loan to help cover that cost to you.

WHAT KIND OF INSURANCE POLICY DO YOU GET ON THE HOME?

For a rental investment that is a long-term note we always keep a valid hazard insurance policy on the property to protect against casualties. You'll be named as a mortgagee and notified if the insurance was ever not kept in full force. Insurance distributions would be used to rebuild or repair the property, or used to pay you off.

If we purchase a renovation then we have to get a more expensive builders risk policy (Vacant Dwelling Policy). It's important that you buy the correct insurance for different scenarios and we are well versed in that. Everything else remains the same as the previous policy.

WILL MY MONEY BE POOLED WITH OTHER INVESTORS?

No. We do not pool funds. Your funding will be tied to one piece of property secured by a deed of trust.

YOU MENTIONED JUNIOR LIEN WHAT IS THAT?

It's a loan secured by real estate that is positioned behind a senior mortgage. You are probably used to hearing the term first and second mortgage. The second mortgage is a junior lien because it's in 2nd position. The senior lien or first mortgage must be paid prior to the 2nd lien.

IF YOU DEFAULT ON THE LOAN HOW DO I ACQUIRE THE PROPERTY?

In the unlikely scenario this happened we'd simply transfer ownership of the property to you if possible. If we did not (or could not) then you have all the legal rights of a secured lender. The best way to legally protect your interest in case of a default would be to hire an attorney. They normally would seek to get your investment back, any unpaid interest, any collection costs, all your attorney fees and maybe even more. A legal representative could advise you if it makes sense to foreclose or seek ownership of the property to protect or recoup your investment.

WHO BORROWS AT HIGH RATES AND WHY?

Investors like us do, because we have learned in our business that it's not the cost of money that matters, but quick access to the funds so we can capitalize on opportunities.

Our company can acquire good deals in properties because we can act with lightning speed and can close with cash. Private loans give us this competitive advantage over other investors who take weeks to go through the bank approval process in order to purchase properties.

Additionally, if a real estate investor locates a good deal on a property, many times the bank wants to loan on the purchase price not the value of the house, thus penalizing the investor for finding a great deal. Having access to money is generally a deciding factor in investing in real

estate; so paying a higher interest rate is irrelevant when compared with the risk of losing the deal.

WHAT'S THE MINIMUM INVESTMENT?

The minimum investment is \$100,000.

WHO HANDLES ALL OF THE DETAILS?

We will. It's our job to get you proper documentation and protect your interest. All of this costs you nothing. The borrower pays all costs. If you make a \$100,000 loan, you send a check for \$100,000 to the Title Agency, or wire it, and you get a mortgage for \$100,000.

HOW DO I GET PAID?

We will set up your account. Just sit back and we will send you a check for the amount of the loan plus the agreed interest after six months. The majority of our investors prefer to receive a one time, principle plus interest payment after the completion of a project. For accounting reasons, this is a preferred way for our company, as well.

IS THIS A LONG-TERM INVESTMENT?

Generally, your investment is tied to a specific project with a timeline ranging from 3 to 12 months. We have lending programs for short term holds of three to six months. We also have longer term holds of one year and longer. You can pick a term that suits your strategy. It's your money and it's your choice.

WHAT IF I NEED TO LIQUIDATE?

If you want out, a 60-day written notice is required, because we will need to replace your funds with another investor's money. You really shouldn't make mortgage loans if you feel you will liquidate this shortly, but the option is always available. Also, unlike with a bank CD, there is no penalty for early withdrawal. Just call us, and we will handle all of the details.

IS MY INVESTMENT REALLY AS SAFE AS IT SOUNDS?

Yes! We always follow these common sense guidelines that we've talked about. Your money will grow two, three, or even four times faster than your current investments and you maintain control.

Each one of our properties that we acquire is put through a rigorous financial evaluation in order to evaluate the profitability before the property is ever purchased.

Remember that making loans is a business and should be treated like a business. If you set up a simple system and let the professionals implement the system, your loan portfolio can be hassle free and produce staggering yields.

HOW DO I USE MY IRA'S OR PENSION PLAN?

Making real estate loans is a widely accepted use for IRA's and other Retirement Plans. Most people do not know that you can make private mortgage loans using the funds, which are already in your IRA's, and other retirement plans. Think of the power of loaning out funds at high interest rates that are **Tax free or Tax Deferred!**

In order for you to use retirement accounts for loans they must first be administered by a third party custodian. One custodian is IRA Financial Group. You can visit them on the web at www.irafinancialgroup.com or simply talk to us and we'll help you with the set up of your account. There are many custodian companies out there.

After selecting your custodian, you simply send a transfer form to them and they'll do all of the work for you. Once you've done that you are ready to make private mortgage loans.

From there, you simply notify your custodian about the investment you are looking to make and send the check for the gross amount of the loan. Even better, we can do all the work for you and you just sign few documents, sit back, relax and wait for your money to grow tax free or deferred like grass on a spring morning.

WHAT ARE MY OPTIONS IF STYLEMAKER HOMES DOESN'T PAY?

Actually, there are several options but first and foremost, please be aware that "Integrity" is an essential part of our business and we only make sound investment decisions. One of Stylemaker Homes' distinguishing features is that we have **never** been late on a payment to a private lender.

Additionally, our company's policy is to invest our own funds into every one of our projects because if we aren't confident in our investment decisions why should you be? Likewise, if we ever lose the support of investors, we can no longer operate our business and our own investments would be at stake.

However, to answer the question:

1) We could restructure the payment schedule on the note. For example, let's say we are behind on payments to you. Now Stylemaker Homes Inc. can and would like to keep the house, but they can't come up with enough money to bring you current in one lump sum. You could let us continue to make regular payments and make an extra payment on our arrearage in addition, or you could simply add the arrearage to the principal balance and extend the term of the loan. This means you would be collecting interest on interest for the entire remainder of the loan. There are always ways to work it out if both sides are willing.

2) Have Stylemaker Homes, Inc. deed you the house. This is an opportunity for you to get a house at a greatly discounted price. When this happens, you can create tremendous profit by reselling the house.

3) If left with no other choice, you can simply foreclose. Foreclosure isn't as time consuming and costly of a process as most people think. It's as simple as sending your note and mortgage to an

attorney and saying 'foreclose'. All you have to do then is sit back and wait. Nine times out of ten, before foreclosure is complete, someone will be calling your attorney's office with a payoff letter, and your loan will get paid off. When this happens, you will collect all accrued interest, your principal balance, and all attorneys' fees, court costs, and all other expenses you have incurred in connection with your loan.

If you wind up with the house that doesn't mean you have to keep it. It can be sold immediately at a fair sale price and still produce a profit over and above the already high yield on your loan. Now, we've talked extensively about default and maybe we've provided more information than is necessary, but we wanted to make sure you have all the facts and we've answered any potential questions.

WHAT KIND OF DOCUMENTS SHOULD I AS THE LENDER RECEIVE?

Your closing package should contain the following:

- 1) A copy of the mortgage. The original will be recorded.
- 2) An original Promissory Note.
- 3) A hazard insurance endorsement naming you as mortgagee.

These documents provide you with the security you need and the return, which you desire.

I'M EXCITED WHAT'S THE NEXT STEP?

If we haven't already it's important to sit down and discuss all these details in person. We will need a clear definition of what your goals are: long term investment or short term, and the amount you are comfortable initially investing. At that point we will present you with any current opportunities that fit that criteria or contact you as soon as we have one that fits.

I KNOW SOMEONE THAT WOULD BE A PERFECT FIT CAN I REFER SOMEONE TO YOU?

Word of mouth is typically how we are able to work with private lenders like you. We do offer a \$500 referral fee if you refer someone to us and they become a lender. In our business it's important we find a steady stream of lenders. Many times once you've done a few deals with us and learn how we're purchasing so low and you will attempt to do it on your own. If that's your goal we're happy to help you any way we can.

Stylemaker Homes, Inc. does not provide legal advice. Although we go to great lengths to make sure our information is accurate and useful, we recommend you consult a lawyer if you want professional assurance that our information, and your interpretation of it, is appropriate to your particular situation.