



LUXURY RESIDENTIAL STRATEGY

2025

PCP Acquisition and Development

DISCLAIMER

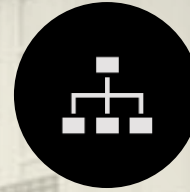
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AGENDA



COMPANY
INFORMATION



MANAGEMENT



DIFFERENTIATION



THE
OPPORTUNITY



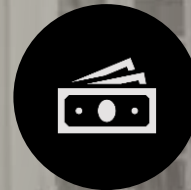
MARKETS



CURRENT
PROJECTS



TRACK RECORD

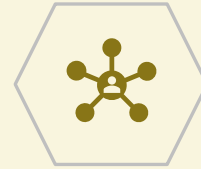


INVESTMENT
STRUCTURE



A foundation in real estate finance

Founded in 2015 to provide non-conventional financing for real estate transactions



Systems and process

We utilize cutting edge best practices in policy, process, systems, and technology



Decades of experience

Our core management group offers decades of finance and real estate experience



Accountability

We are an industry leader in process accountability and financial transparency



Our business is growing

We have expanded to over a dozen major markets across the U.S.



A track record of success

We have an impressive track record of successful and profitable projects

For detailed information, please visit www.pacificcp.com



SENIOR MANAGEMENT



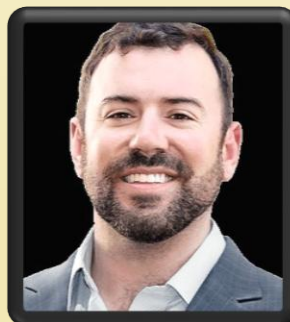
Eric Gottlieb
President & CFO



John Yarbrough
Chief Executive Officer



David Radlo
Chief Operating Officer



Jeff Lavin
National Director
Capital Markets

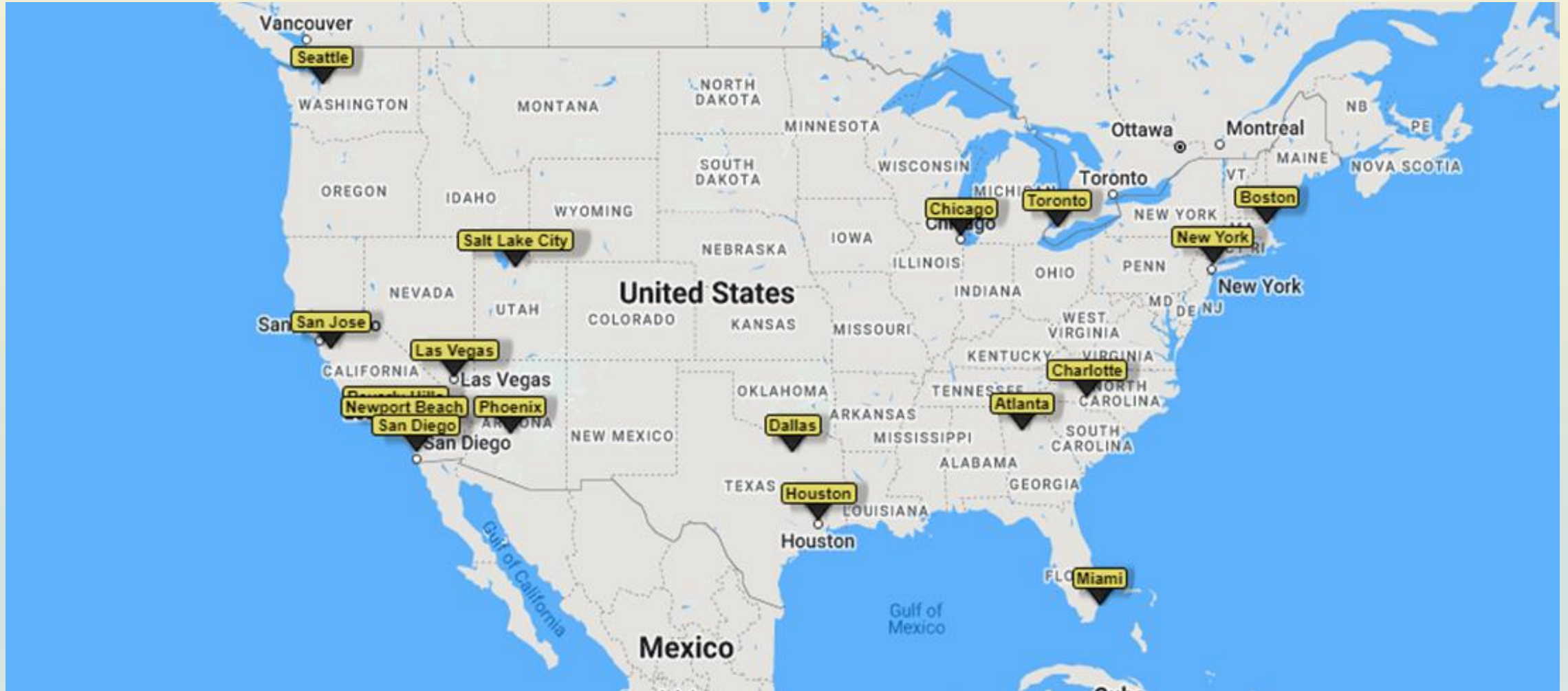


David Pruitt
National Director
Operations



Chris Kreutz
National Director
Development

NATIONAL FOOTPRINT





PACIFIC CAPITAL PARTNERS
RE-LAUNCHED THE ACQUISITION
AND DEVELOPMENT DIVISION IN
2019, LEVERAGING THE DECADES
OF AGGREGATE EXPERIENCE OF
ITS MANAGEMENT GROUP TO
CAPITALIZE ON THE LUXURY REAL
ESTATE REHAB MARKET IN KEY
GEOGRAPHIES.

<https://www.pacificcp.com/development>



THE PACIFIC CAPITAL PARTNERS DIFFERENCE



Market expertise

- With decades of combined experience and deep relationships in the luxury residential market, we know where to find the opportunities and how to buy them, including "pocket" off market listings, and how to sell them profitably.

A keen eye for style

- Experience and attention to current market trends provides a unique and superior dedication to implementing a dramatic and pleasing style in our project designs. A style that sells properties at top dollar.

Construction efficiency

- We run our own highly skilled crews and source quality materials from decades-old vendor relationships for fast, efficient, high-quality production. We keep costs down and profits up.

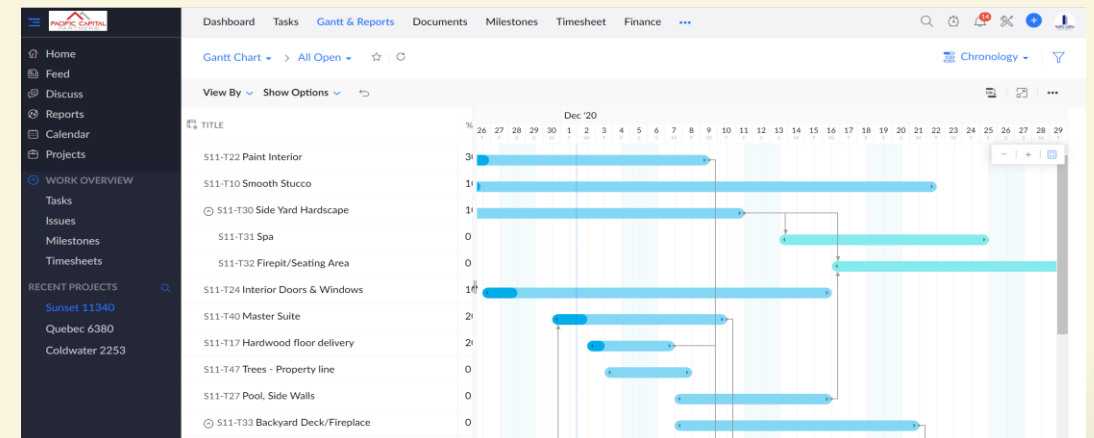
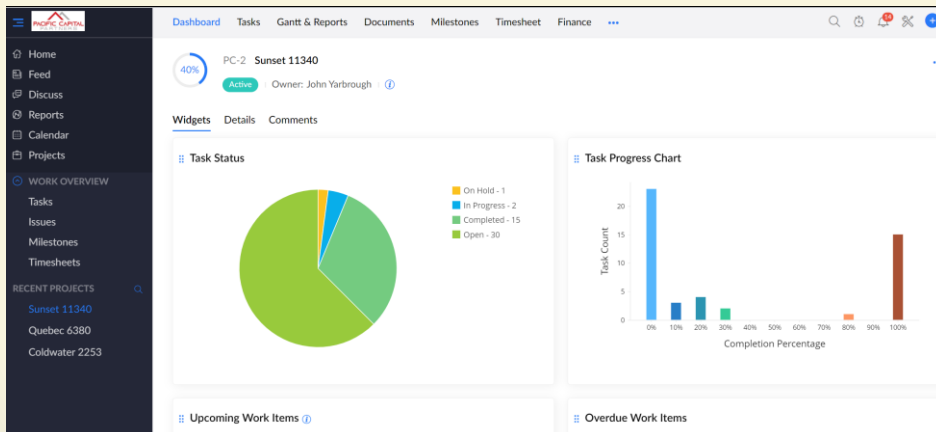


SYSTEMS AND PROCEDURES

Project Management

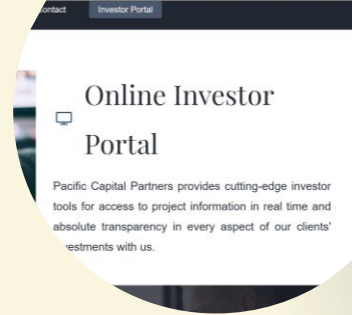
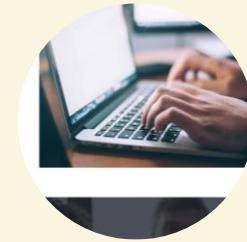
- From finance and communications to project management, Pacific Capital Partners leverages a cutting-edge cloud-based technology platform that seamlessly integrates all major management functions and creates critical efficiencies over broad business functions and geographies.

- Multiple project management, detailed task and time management, real-time communications, Gantt chart analysis, and expert supervision allow for efficient procedures and high quality, on-time, on-budget project delivery.





TRANSPARENCY AND ACCOUNTABILITY

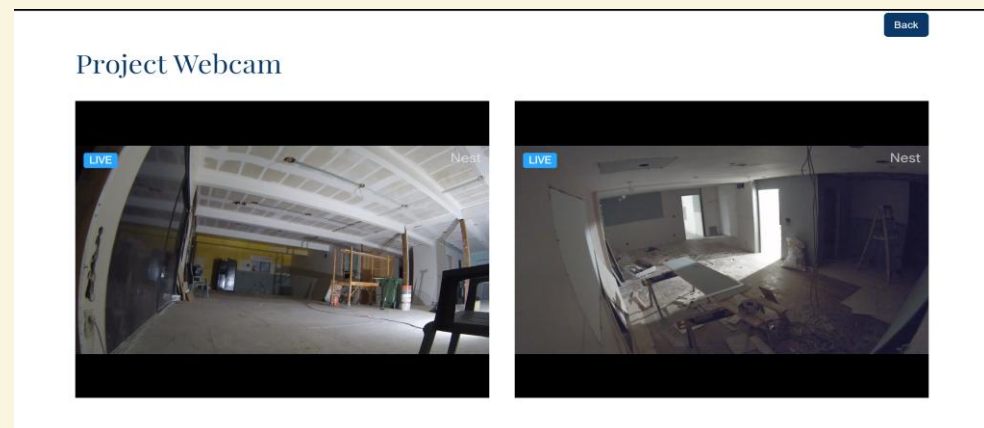
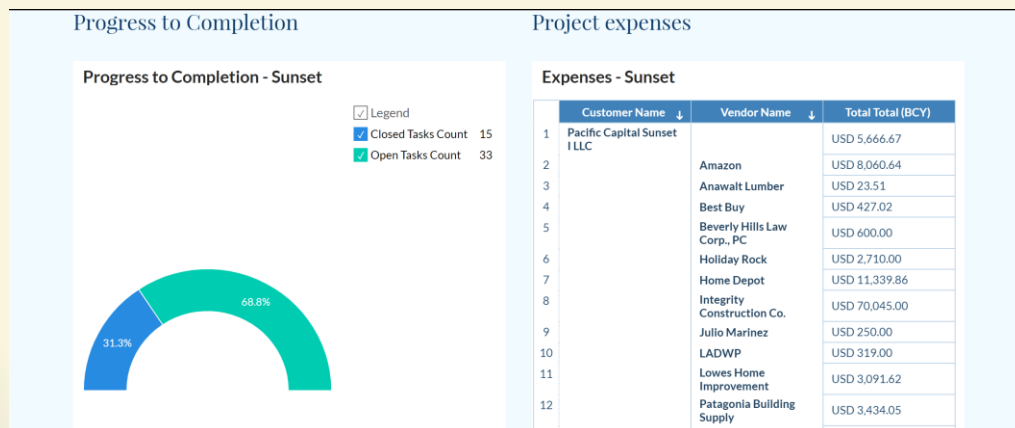


The Investor Portal

- Pacific Capital Partners employs a unique and cutting-edge project information delivery technology – the Investor Portal. Information on project status and financial data are available to view in real time from the Pacific Capital Partners website:
www.pacificcp.com/investor-portal.

Project and Financial Visibility

- Project investors and managers can log in at any time and view project status, documents, financials, and live-feed webcams from the project sites – all in real time. Investors no longer have to ask the questions – “When will it be done? How is the work coming along? Are we on budget?”





DESIGN & STYLE

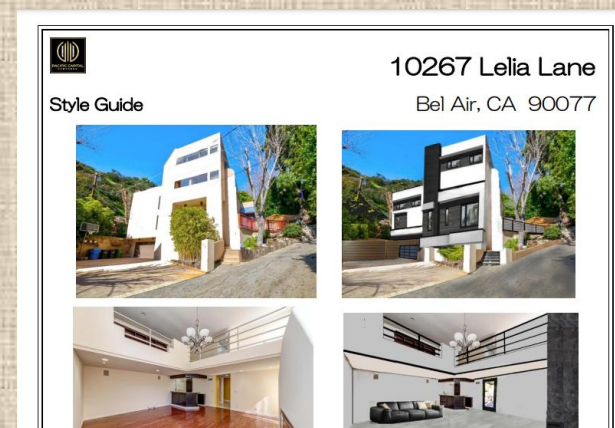
Choosing the Right Update

- Modern? Ultra Modern? Mediterranean Modern? Modern Farmhouse? Choosing the right theme and style for a residential remodel requires close attention to market metrics and trends, and a talent for reimagining and transforming an outdated style.



Pacific Design Solutions

- Pacific Design Solutions, a unit of Pacific Capital Partners, utilizes cutting-edge technology combined with the creative talent of world-class design professionals to ensure the right look and style for the discriminating prospective buyer.






THE MARKET

“DEFINED AS THE TOP 5% OF HOMES LISTED, THE UPSCALE HOUSING SECTOR SAW THE LISTING PRICE ENTRY POINT ACROSS THE NATION GROW 6.1% YEAR-OVER-YEAR TO \$2.97 MILLION.” – FORBES MAGAZINE

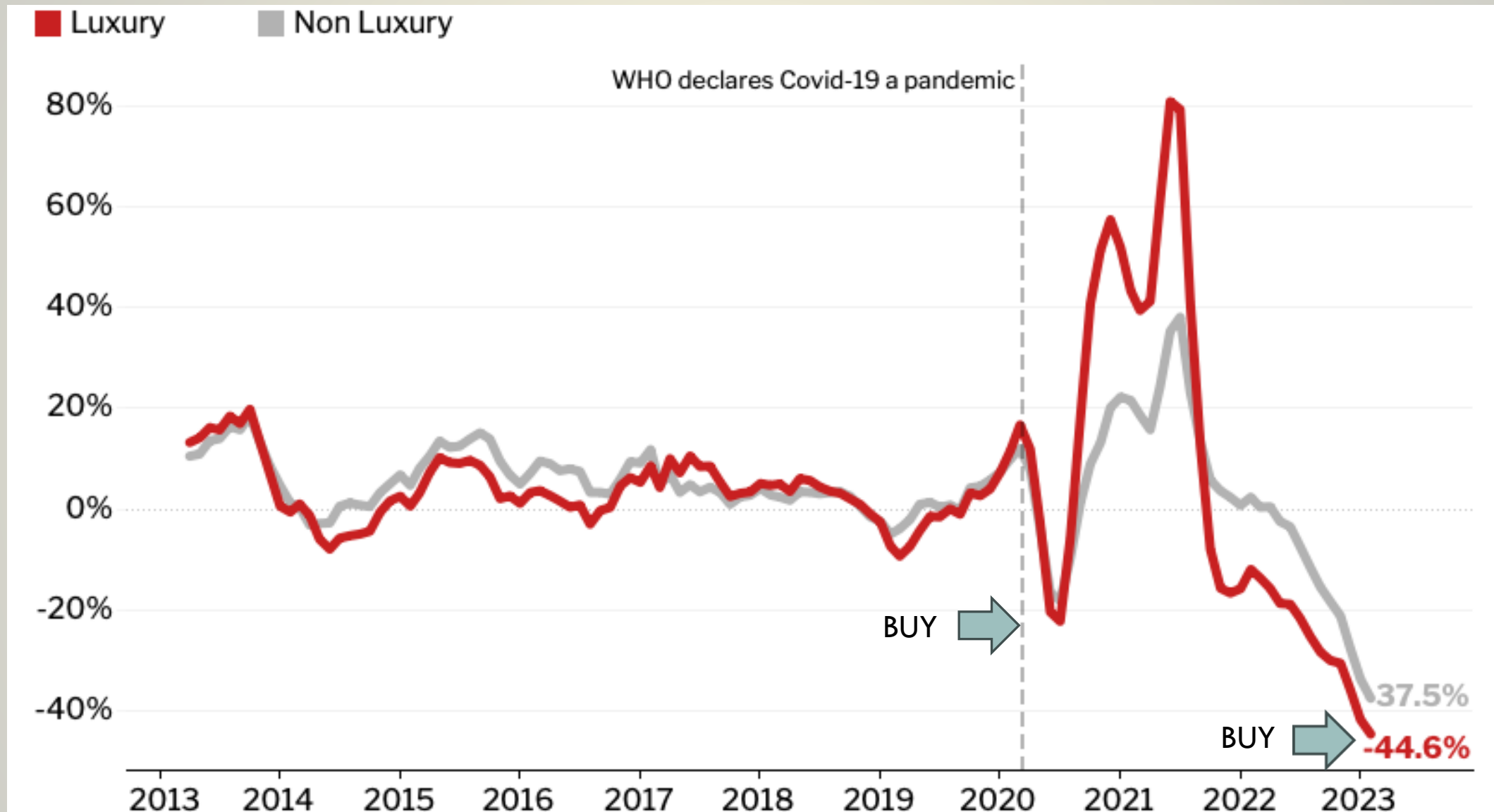
“THE COVID-19 PANDEMIC HAS REINFORCED THE RESILIENCE OF THE HOUSING MARKET AND UNLIKE PRIOR DOWNTURNS, THE LUXURY MARKET IS LEADING THE RECOVERY.”- DANIELLE HALE, CHIEF ECONOMIST, REALTOR.COM





THE OPPORTUNITY

In the wake of the Covid-19 pandemic, the market for high-end residential real estate in key markets including Beverly Hills, Bel Air, Orange County, Dallas, Phoenix, Miami, and the Silicon Valley, remained strong. What has changed in the wake of recent turmoil in the banking sector is the willingness of banks to lend in uncertain markets, which creates opportunity to buy luxury properties at significant discounts. After a brief pause to sidestep a market plunge following a historic period of appreciation, Pacific Capital Partners is again seeking out unique distressed opportunities in the luxury market. At our target acquisition price points, many remarkable yet dated properties remain unrestored in these challenging times. Our ability to acquire off-market distressed properties at steep discounts and rehab them quickly and cost effectively, through in-house labor and material vendor relationships, creates a steady flow of quality project exits and outsized returns for investors.





PROP. ULA - THE “MANSION TAX”

THE PACIFIC CAPITAL PARTNERS SOLUTION

Los Angeles Proposition ULA, which was approved by LA voters in November, imposes a flat **four percent** tax on the sale of properties worth between \$5 million and \$10 million; above \$10 million, that figure jumps to **5.5%**.

Most sellers considering a sale at these price levels have held off – but many have been very receptive to Pacific Capital Partners’ Luxury Joint Venture Program, which defers a taxable event – and may help to avoid the tax altogether.



CURRENT PROJECTS



Bel Air, CA



- 5 Bedroom, 5 Bath, 5,065 SF
- Acquisition price: \$2,500,000
- Rehab budget: \$656,000
- Exit price (est): \$4,900,000

Hollywood Hills, CA



- 3 Bedroom, 3 Bath, 2,589 SF
- Acquisition price: \$2,225,000
- Rehab budget: \$417,000
- Exit price (est): \$3,365,000



COMPLETED PROJECTS

Beverly Hills, CA

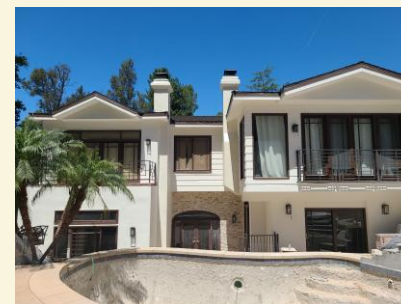
- 7 BR, 5 BA, 5,450 SF
- Acquisition price: \$2,500,000
- Rehab cost: \$480,000
- Exit price: \$5,065,000



Before



After





COMPLETED PROJECTS

Hollywood Hills, CA

- 3 BR, 4 BA, 3,250 SF
- Acquisition price: \$1,690,000
- Rehab cost: \$388,000
- Exit price: \$2,799,000



Before



After





COMPLETED PROJECTS

Studio City, CA

- 4 BR, 4 BA, 4,178 SF
- Acquisition price: \$805,000
- Rehab cost: \$425,000
- Exit price: \$1,910,000



Before



After





COMPLETED PROJECTS

Encino, CA

- 5 BR, 4 BA, 4,000 SF
- Acquisition price: \$540,000
- Rehab cost: \$450,000
- Exit price: \$1,570,000



Before



After



A more thorough listing of completed projects can be found at www.pacificcp.com or by contacting our office.



INVESTMENT STRUCTURE



Equity Requirement

- Each project requires an equity investment equal to approximately 15-30% of the purchase cost of the property plus the rehab budget, with an additional operating capital allocation, generally equal to 5-10% of the rehab budget, to launch the project.

Return on Investment

- The return on invested equity, paid at sale of the property, is a pre-determined percentage of the net revenue of the project, and/or a note coupon. This amount is distributed after return of invested capital to the investor, and before any other distributions.

Minimum Yield

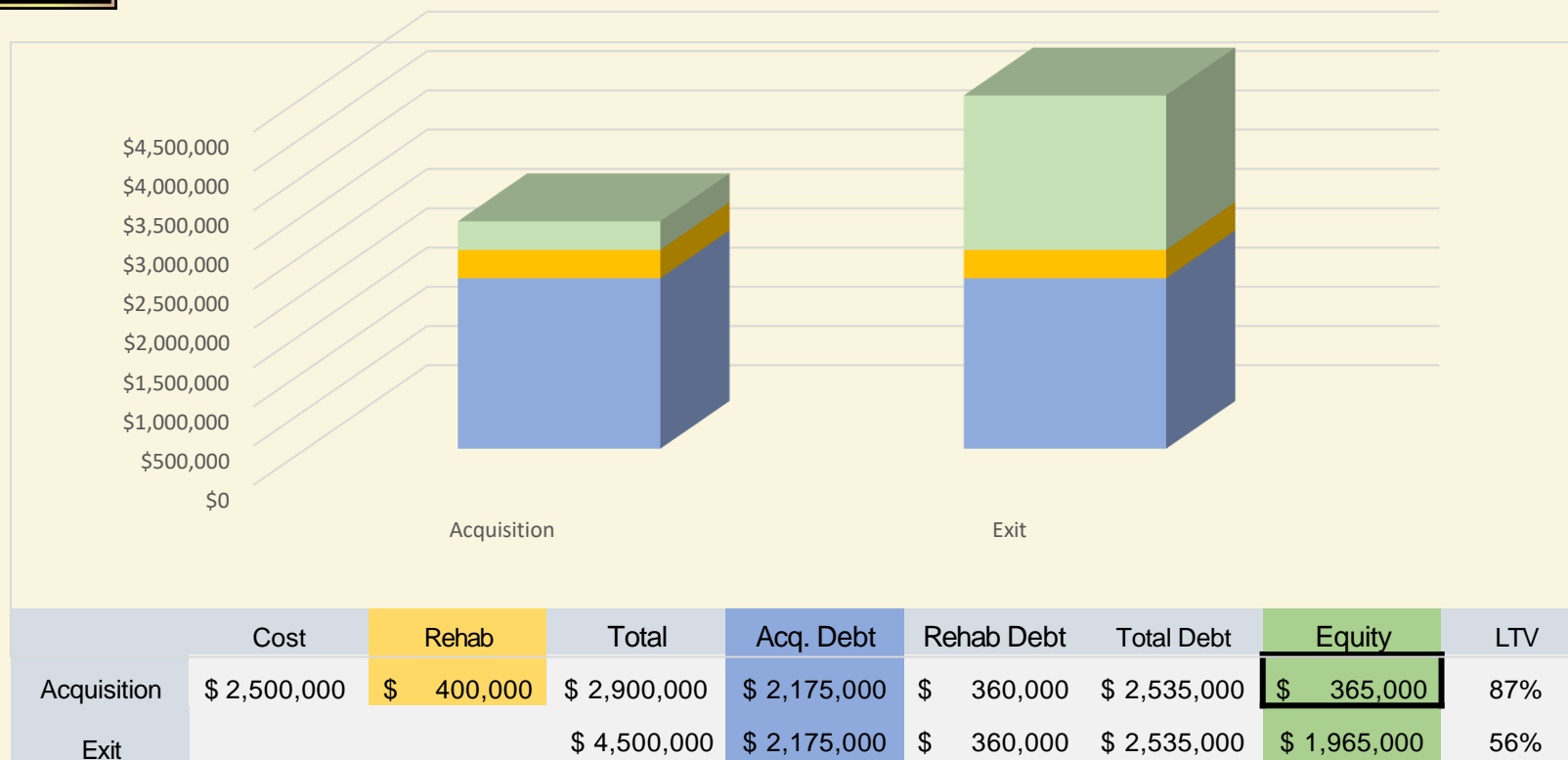
- Investors are guaranteed a minimum annualized yield on their investment of 10% for the term of the project. Anticipated returns on each presented project, however, are typically significantly higher. Please see investment offering documents for details.

Forecasts and hypothetical examples are subject to uncertainty and contingencies outside PCP's control. Past performance is not a reliable indication of future performance.



INVESTMENT STRUCTURE

Capital Structure - Example



* Figures are approximate and for illustrative purposes only

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CLOSING

Thank you for your consideration. We look forward to putting our resources, expertise, and unwavering commitment to investor satisfaction to work for you. We look forward to a long and prosperous working relationship.

- John Yarbrough
Chief Executive Officer
(424) 625-3755
info@pacificcp.com

