ROCK ADVISORS INC., BROKERAGE

APARTMENT Intelligence & Leadership

RockAdvisorsInc.com

FORWARD SALE

The **Buyer's** Perspective

Forward Sale ACTIVATION

- ✓ Buy early to get a discount
- ✓ Eliminate competition
- ✓ Build relationship with a merchant apartment developer
- ✓ Secure a pipeline of acquisitions
- ✓ A win-win for both developer & buyer

A binding contract between two parties to enter into a purchase and sale agreement at a fixed future date, the terms and conditions of which are agreed upon today.

Why a Forward Sale?

It's a strong market today and you are in a competitive market. With funds to deploy and yields to meet with investors, a forward sale is a deal structure that can be an opportunity to improve your investment returns as you are able to buy at a discount.

Why would you want to buy early?

- **Stop losing out on bids**
- **Have a mandate to buy newer buildings**
- **Need to secure a pipeline of deals**
- **Want to get into development of apartments**
- **Buy at a discount in a strong market**
- **Have a say in the building design**
- **Have land but no development experience**

Regardless of your exact situation, having the assurance of pre-sold scenario brings a new landscape and flexibility to your future planning.

Making it Happen – Your Options

FORWARD SALE

Most importantly, work with a brokerage team that has the skills, experience, and understands the complexity of this deal structure. We have extensive experience assembling Forward Sale deals of all shapes and sizes.

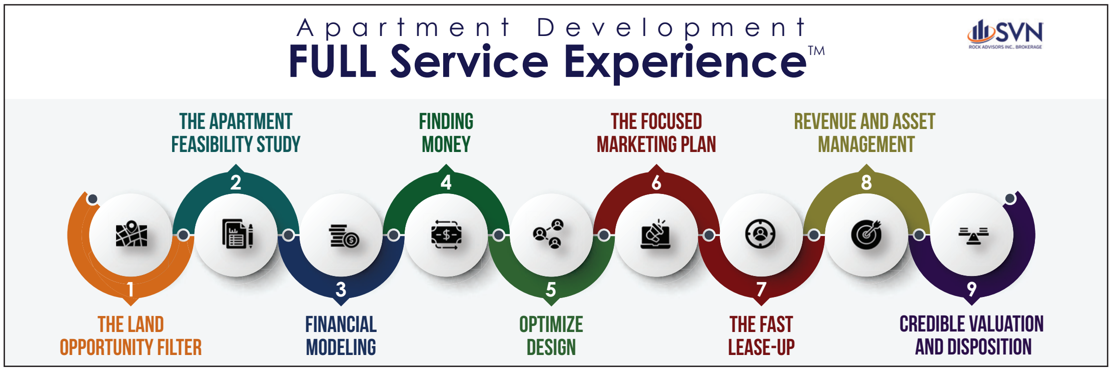
Its all about getting a discount, as a buyer, and securing a pipeline. Our firm is <u>not</u> the prototypical brokerage team — our capabilities span the **entire timeline of apartment development projects**. We are often involved in the marketing, lease-up, and revenue management of new apartment construction (*we don't have to be, but we're available to assist*).

STABILIZED ASSET

The traditional path is the creation of a stabilized apartment building, prior to sale. Execution of this path is in our wheelhouse!

- ☑ Assist developers in getting the highest rent possible, to exit the deal
- ☑ We bring our complete marketing, lease-up, and revenue management skills/coaching to your team – to maximize your sale price
- ☑ Revenue management for maximizing attainable rents – a $0.20/ft^2$ difference can mean millions of dollars gained or lost!

Regardless of where you are in the project timeline, we have FULL Service Experience™ capabilities to help you drive revenue and get you the highest price for your apartment building!



Forward Sale Completed Transactions

Ferndale Gardens
286 Luxury Suites | Barrie, ON
$24,000,000 - 2020

Oxford Haus
236 Units | Stratford, ON
$64,400,000 - 2019

151 Greenbank Road
60 Units | Nepean, ON
$20,700,000 - 2018

Ironstone Townhouses
87 Townhouses | London, ON
$22,501,000 - 2016

Williams Court
739 Units | Kanata Lakes, ON
$250,000,000 - 2012

SVN ROCK ADVISORS INC., BROKERAGE
Derek Lobo
905-320-7672
derek.lobo@RockAdvisorsInc.com
5100 South Service Road, Unit 51
Burlington, ON L7L 6A5
905-331-5700
RockAdvisorsInc.com

Whispering Winds
52 Units | Orleans, ON
$16,800,000 - 2021

Richmond Row Luxury Apts
127 Units | London, ON
$33,300,000 - 2011

The Residences on First
589 Beds (Student) | London, ON
$48,000,000 - 2013

411 North River Road
117 Units | Ottawa, ON
$32,800,000 - 2010

100 Southview Crescent
148 Units | Winnipeg, MB
$38,000,000 - 2016
Brokerage by Rock Advisors & CBRE

Currently Listed New Construction and Forward Sales

Park Place I
121 Units | Chatham, ON
Exclusive Listing - ACTIVE

Park Place II
110 Units | Chatham, ON
Exclusive Listing - ACTIVE

Seacliff Heights I
105 Units | Leamington, ON
Exclusive Listing - ACTIVE

Seacliff Heights II
105 Units | Leamington, ON
Exclusive Listing - ACTIVE

Westbridge Place
152 Units | Windsor, ON
Exclusive Listing - ACTIVE

The Boardwalk
88 Luxury Units | Chatham, ON
Exclusive Listing - ACTIVE

Forward Sale Transactions and Lease-up

The Taunton
286 Luxury Suites | Oakville, ON
$164,000,000 - 2019
Marketing & Lease-up by Rock Advisors

Park Square
159 Units | Edmonton, AB
Lease-up by Derek A. Lobo & Associates Inc.

1121 6 Avenue SW
225 Units | Calgary, AB
$28,100,000 - 2003
Lease-up by Derek A. Lobo & Associates Inc.

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APARTMENT
Intelligence & Leadership

Apartment & Land Brokerage
Feasibility Studies
Consulting
Education
Coaching
Events

for

New Apartment Development
Purpose-Built Apartments
Affordable Housing
Student Housing
Intergenerational Family Real Estate
Office Conversions to Rental
Mid Market
SFR / BFR

Derek Lobo is the CEO of SVN Rock Advisors Inc. — a unique full-service brokerage firm. He has focused his entire career on the North American apartment building business, specifically on new apartment construction, affordable housing, student housing, and multigenerational families. Derek has established a sterling reputation as an expert advisor in these fields.

APARTMENT University

LIVE ON STAGE | LIVE ONLINE | LIVE ON DEMAND

Derek Lobo
905-320-7672
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