

Introducing A Proprietary Development Model & Economic Framework
That Delivers Unprecedented Value To Market Makers & Players Through The

V360 COALITION

ELEVATING THE VIABILITY OF REAL ESTATE DEVELOPMENT

[V360 Coalition + V360 Market]
Blockchains-Enabled, Transformational Impact

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OUR PROPRIETARY MODEL & ECONOMIC FRAMEWORK CHANGES THE

VIABILITY OF COMMERCIAL REAL ESTATE DEVELOPMENT

Our vision is to materially transform the viability of commercial real estate in high-growth markets with a first wave of impact via our real estate coalition. We envision a second wave of impact with a blockchains-enabled marketplace.

[Unrivald V360 Coalition + Unrivald V360 Market]



March 2022

On behalf of Unrivaled Advisors, I want to say “thank you” for taking the time to review our V360 Coalition deck, which showcases our strategic plan to transform the commercial real estate development market on a national scale. If you’re a stakeholder in commercial real estate our expertise, development model and economic framework will elevate your dominance with performance above what you’re enjoying today.

I am the founder of Unrivaled Advisors (est. 1991), The Venture Foundry (est. 2012) and Unrivaled Development Group (4Q 2020) with a history of meeting and exceeding expectations that I set for myself and these three companies I manage. In 1994, as a sole proprietor working from home, I took market share from the market makers in the technology and infrastructure space in southern California leaving firms confounded at their loss. I beat the market makers because I developed:

(1) a holistic management system to deliver absolute fiscal clarity regarding Capex and Opex decisions which was missing, (2) a compensation model that was performance driven and free of conflicts of interest. My ambitions brought me into a fierce competition with the giants of industry (*Ernst & Young, EDS, Verizon, Accenture, Cisco, etc.*) who not only lost control of their coveted clients, but began taking their direction from me. I built an impeccable reputation as a performance-driven creative professional presiding over a small firm that had no reason or basis to compete with global brands, or midsized companies. The firms in parenthesis in the sentence above were Goliath and I was David with a slingshot and five smooth stones. In every confrontation on the battlefield with Goliath I won because I was more agile and determined. Even though it happens everyday in business, it is still inconceivable at times to witness the defeat of giants by warriors armed with conviction and a dream.

Now, we’re introducing a proprietary framework offered to Market Makers & Players in commercial real estate, banking, trade and economic development. The first wave of impact begins with the launch of the V360 Coalition where we’ll increase the reserves, elevate the margins, market share and messaging muscle of Makers and Players who join our coalition. The second wave of impact will coincide with the launch of the V360 Market, a blockchains-enabled commercial real estate marketplace. We aim to serve the affluent investors, wealth managers, family offices, investment banks, developers, public and private companies, healthcare providers, general contractors, universities, foundations, architects, and urban / smart growth planners.

If you are open to exploiting new leverage to your advantage, joining the V360 Coalition will improve your competitiveness and performance in ways that separates further you from rivals. Our engagements are self funding and our framework changes the economic viability of new developments, and the repurposing of existing properties which in this current inflationary cycle has never been more important.

Get acquainted with two proprietary acronyms: (1) PIOT which stands for Positive Impact On Taxation, and (2) PIOC which stands for Positive Impact On Capital. Click here if you’d like to access the documents page of our website, which contains client endorsements, testimonials, a PDF of this document you are reading and supporting materials by industry trade.

Best regards,



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GROW YOUR MUSCLE, MARGINS, MARKETSHARE
AS A MEMBER OF THE UNRIVALED ADVISORS

V360 COALITION

Our V360 campaign title was chosen to carry the message that a circumspect view of the marketplace occasionally reveals undiscovered opportunities. In our case, that is especially true. We exist to serve successful market makers and players with proven value in the market for more than a decade.

OUR V360 COALITION IS THE FIRST WAVE OF IMPACT IN REAL ESTATE, WITH
THE SECOND WAVE CARRIED FORWARD AS WE INTRODUCE THE

V360 MARKET

[A Blockchains-Enabled Marketplace]

Following the launch and evolution of our V360 Coalition, we will augment hyperfast and hypersecure commerce, trade and collaboration with a blockchains-enabled marketplace for the coalition members and all stakeholders in commercial real estate development.

OUR PROPRIETARY MODEL & ECONOMIC FRAMEWORK CHANGES THE
VELOCITY OF MONEY



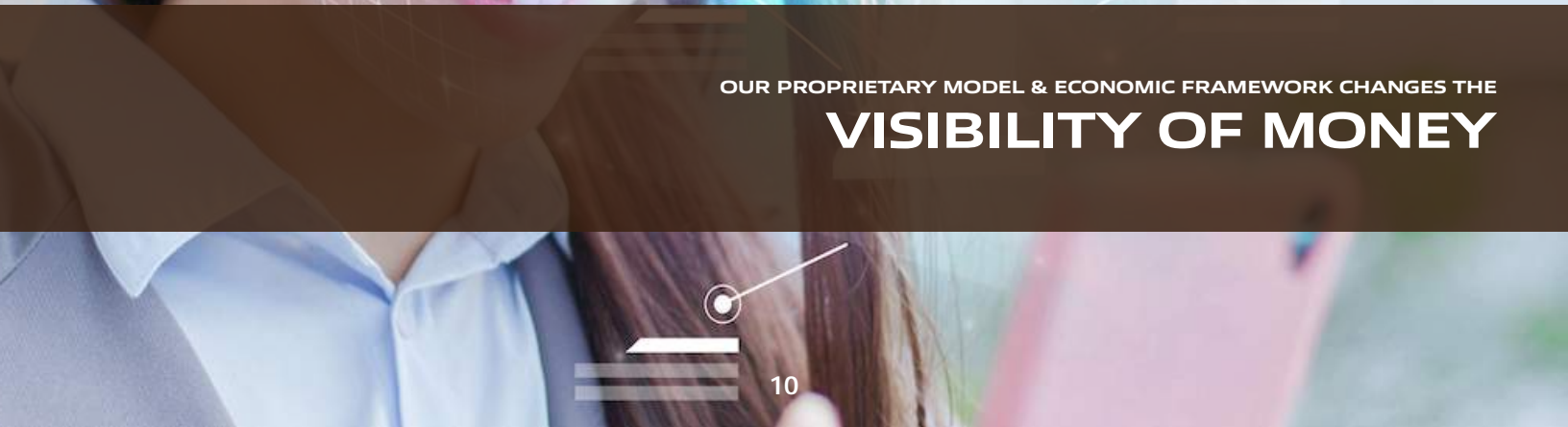
OUR PROPRIETARY MODEL & ECONOMIC FRAMEWORK CHANGES THE

VALUE OF MONEY



OUR PROPRIETARY MODEL & ECONOMIC FRAMEWORK CHANGES THE

VISIBILITY OF MONEY



Empowering Stakeholders

Our Mission Is To Empower All Stakeholders In Commercial Real Estate Development

We're focused on building a coalition of market makers and players in high-growth markets. We change the viability of real estate development projects with a proprietary model and economic framework that materially improve the margins, markets and muscle of all stakeholders.

The Makers

The market makers bring extraordinary value to the market, and by our definition include:

- (1) Capital Sponsors
- (2) Capital Underwriters / Lenders
- (3) Hotel / Resort Developers
- (4) Public and Private Companies
- (5) Luxury Car Dealerships
- (6) University / University Foundations
- (7) Regional Banks, Credit Unions and Community Development Financial Institutions
- (8) Physician / Healthcare Partnerships
- (9) 501c3 Healthcare and Charitable Organizations
- (10) Progressive, Affluent Churches

The Players

The market players bring significant value to the market, and by our definition include:

- (1) General Contractors
- (2) Architects
- (3) Property Management Firms
- (4) New Urbanism / Smart Growth Planners
- (5) Municipal Governments: State, County and City Agencies
- (6) Economic / Tourism Development Agencies



What Is Capital Recovery?

The term is was chosen to interject positive news into a real estate market facing uncertainty and downward pressure due to the current inflationary cycle. We want refocus conversations back to the subject that matters most - elevating the economics of real estate development.

Developers and Investors in every market are asking, *"How do we succeed in this environment?"*

We use the term capital recovery as the basis to invite market makers to understand how we substantially change the viability of commercial real estate development. The term resonated with Capital Underwriters in Dallas Ft. Worth and New York who asked...

"Can we team up and embed your modeling into every deal we underwrite? Because doing so changes our risk position on capital. You're elevating the IRR of Developers we loan money to during the early life cycle of the project"

Our aim is to serve up the economic framework, strategy and leadership to market makers and stakeholders. Our collaboration elevates their competitiveness and dominance.

Let's discuss your firm joining the V360 Coalition and put yourself in position to enhance your margins, and lower your risks.

For Capital Sponsors / Developers

We Deliver Unprecedented Economic Value For Capital Sponsors / Partners & Developers

As strategic advisors with a necessary measure of influence with development design and capital strategy, we deliver value in this form of currency:

- (1) we substantially elevate the attraction of a new development project with an increased economic benefit to a Capital Sponsor or Equity Partner where it may be needed. The benefit is an appropriate incentive given the Sponsor / Partners's crucial role in fast tracking the development financing,
- (2) a new definition around the velocity and value of money for a Developer seeking external financing from a Capital Sponsor or Equity Partner,
- (3) a unique workable plan to turn \$30M of invested funds from a Sponsor or Partner into \$40M to \$42M of capital during a ten-year run.

As a coalition member, we can deliver a rare positive impact on taxation for Capital Sponsors and/or a Developer in the form of a lump sum depreciation benefit. The benefit occurs due to a special allocation defined in governance agreements of a development partnership. Capital Recovery is a term we use to define the positive impact on taxation we deliver for Sponsors and Developers based on the cost basis of capital contributed¹. Capital recovery is achieved usually within 20 to 24 months from ground breaking of a new or redevelopment project. The benefit occurs specifically in the development timeline that a Certificate of Occupancy is being issued. This is a colossal benefit to the Sponsor that changes the velocity, value and visibility of the Sponsors' money. We negotiate these benefits due the Sponsor's unique role in development financing and deliver absolute clarity in these matters. We're introducing our coalition with a marketing campaign titled, the V360 Coalition as you'll notice on the cover page of this document.

Provided we contribute to the framework of capital strategy, negotiations and the design planning process, we can deliver substantial value and materially change the viability of commercial real estate development.

See pages 19 though 24 for more details and illustrated charts.

Footnotes:

1) Since Covid 19, the lending parameters for commercial real estate development financing changed from what had been a 80/20 ratio of funds, to a 70/30 or 65/35 ratio of the lender provided funds, versus the amount of funds needed as a contribution of the Developer to obtain financing. The above references to the Capital Recovery benefit accruing to the Capital Sponsor is with the assumption that a Sponsor provides 30% of the total project development budget while the Lender provides 70%. The terms of Lenders is always subject to change but these are the assumptions used in this summation of our value in the real estate development market.

Which Developer Below Has More Staying Power?

The chart below contrast the viability of a new commercial development project in a contrast of two economic models with the assumptions for each model are as follows:

- (1) a \$100M construction cost basis,
- (2) the issuance of the certificate of occupancy completed within two years of ground breaking, and
- (3) project stablization occurs in the same timeframe for each model.

SCENARIO A - DEVELOPER JOINS THE V360 COALITION



UNRIVALED
DEVELOPER



\$110M - \$120M
PROJECT VALUE
STABILIZED RENTS



\$37M OF PIOT
FROM CAPITAL
RECOVERY

Would You Agree It Is The Unrivaled Developer In Scenario A Who Has The Most Staying Power?

SCENARIO B - DEVELOPER WITH REASONABLY GOOD GUIDANCE



TRADITIONAL
DEVELOPER



\$110M - \$120M
PROJECT VALUE
STABILIZED RENTS



\$18M OF PIOT
FROM CAPITAL
RECOVERY

The Developer In Scenario B With Half The Depreciation Benefit Of The Unrivaled Developer The Has Most Staying Power.

The Explanation Of Staying Power

The chart below provides an explanation of the viability of a new commercial development project using the two economic models on the prior slide. In Scenario A below, the Developer that joins the V360 Coalition enjoys twice the depreciation benefit (PIOT) from our capital recovery expertise and economic framework than that of the Developer in Scenario B. In this current inflationary cycle, this level of economic impact materially changes the economic value of commercial real estate development, the performance.

SCENARIO A - DEVELOPER JOINS THE V360 COALITION = \$37,000,000 OF PIOT



UNRIVALED DEVELOPER



\$110M - \$120M PROJECT VALUE STABILIZED RENTS



\$37M OF PIOT FROM CAPITAL RECOVERY

The Developer in Scenario A is empowered by our team to exploit \$37M of positive impact on taxation (PIOT) on \$100M cost basis of construction. This is staying power! The \$30M of PIOT derived from the patented architectural design that enjoyed by the original Developer carries into the new ownership group. This is a HUGE advantage with regard to both the future market attraction, and the negotiated sale price value of the property. This is one of the many benefits of being V360 Coalition Member.

For the expectational market makers, V360 Coalition Membership doubles their depreciation benefit, pushing their dominance to a whole new level. The bulk of PIOT in Scenario A with the higher depreciation can be taken as a lump sum depreciation benefit if the Developers taxation consequences dictate that. Otherwise the depreciation benefit can be applied at the full discretion of the Developer with a schedule based on input from the Developers tax planners.

Higher depreciation benefits which in Scenario A are twice that of Scenario B equates to a higher performing property in terms of the project's IRR. Let's assume the completed property built for \$100M has a value of \$110M to \$120M upon stabilization, then market heats up. How does the property's increased IRR from our economic framework make this property more attractive as compared to other like, kind quality properties?

Crucial Clarification - a New Buyer:

The lump sum depreciation benefit that we trigger upon the issuance of the Certificate of Occupancy does in fact, extend to the new Buyer.

SCENARIO B - A DEVELOPER WITH REASONABLE GUIDANCE = \$18,000,000 OF PIOT



TRADITIONAL DEVELOPER



\$110M - \$120M PROJECT VALUE STABILIZED RENTS



\$18M OF PIOT FROM CAPITAL RECOVERY

IS IT CLEARLY NOT THE DEVELOPER IN SCENARIO B.

The Developer in Scenario B has yet to discover the power of capital recovery and the level of positive impact on taxation in Scenario A to the left that is twice that of the long-standing approach.

Many Developers have substantial success and staying power with high intelligence, high energy and grit.

The analysts in our various trade groups reference a statistic that suggests that only 30% of the commercial property owners have leveraged the power of cost segregation which has been adopted significantly since 1999.

Cost segregation is an engineering study that leads to a positive impact on taxation that in the example to the left side of this slide accounts for \$7M of PIOT.

Hey Developers!

Ask Us About The Power Of A \$4.3M Bargaining Chip We're Providing To A San Antonio Developer As Leverage To Fund A \$32.3M Mixed Use Project.

DEVELOPER'S BARGAINING CHIP

\$4.3M

FROM V360 COALITION MEMBERSHIP!



Details Of The Bargaining Chip:

This slide references a \$4,300,000 bargaining chip which is a real case study delivered to San Antonio TX development partners with a \$32.3M mixed-use project. The text below explains the use of the bargaining chip as an incentive to Equity Partners providing \$5,500,000 investment with these assumptions:

- (1) the construction cost basis for the mixed-use development in this slide is \$32,300,000,
- (2) the \$4.3M bargaining chip is derived from an \$11.7M depreciation benefit provided the Equity Partners providing \$5.5M liquidity as per the Lender's requirement. The \$11.7M depreciation benefit will be allocated to the Equity Partners upon the issuance of the certificate of occupancy on the San Antonio, TX project. this is anticipated to be within 24 months from ground breaking.
- (3) this \$4.3M bargaining chip is specifically the return of 80% +/- of \$5.5M of liquidity provided by the Equity Partners when they are allocated \$11.7M depreciation benefit as per the investment stipulations of the \$32.3M San Antonio mixed-use development project.

We Provide Powerful Support For Developer During The Deal Structuring Stage

Unrivaled Economic Modeling: Lake Vista Development San Antonio, Texas

The analysis on this slide assumes that the Developer negotiates a special allocation of \$11,700,000 of depreciation to the Capital Sponsor. The figures in the model are derived from the Lake Vista Development Project with the tax analysis provided by Rex Draughn, CPA. It is very important to note that if the Developer were to provide the \$5,500,000 of liquidity in the modeling below the \$11,700,000 of depreciation would be to the benefit of the Developer. The net after tax internal rate of return (IRR) is significantly improved with our development model and economic framework.

Join the V360 Coalition to leverage the power of our expertise, proven depreciation and development model.

+ \$32.3M THE Deal
TOTAL DEVELOPMENT COST:
MIXED-USE REAL ESTATE PROJECT

+ \$11.7M THE PIOT
DEPRECIATION BENEFIT WITH THE ISSUANCE OF A CERTIFICATE
OF OCCUPANCY

The analysis on this slide assumes that the Developer negotiates a special allocation of \$11,700,000 of depreciation to the Capital Sponsor or as economic incentive to attract \$5,500,000 of liquidity required to secure \$26,800,000 of traditional lender financing.

Leverage the power of capital recovery with "piot", the positive impact on taxation.

+ \$26.8M THE Lender
TRADITIONAL LENDER
PROVIDED FUNDS AS INTERIM
CONSTRUCTION FINANCING

+ \$4.3M THE PIOC
THE DEVELOPER'S BARGAINING CHIP

Is the early return of 78% of the \$5,500,000 provided by the liquidity of the capital partner with the issuance of the certificate of occupancy for the Lake Vista project. If an external capital partner were not necessary because the Developer provides the liquidity, then the \$11,700,000 of depreciation would be to the benefit of the Developer.

Leverage the power of capital recovery with "pioc", the positive impact on capital.

+ \$5.5M THE Liquidity
LIQUIDITY PROVIDED IN EXCHANGE
FOR A LONG-TERM EQUITY STAKE
(i.e. 5 - 7 YEARS)

Imagine The Power Of 2X's The
Level Of Depreciation Benefit

**We Provide A Proven
Development Model With An
Economic Framework With A
14+ Year History.**

**It Materially Improves The
IRR Of Commercial Real
Estate Projects By Delivering
Unprecedented Depreciation
Twice That Of The Industry's
Best Practices!**

**FIVE-YEAR DEPRECIATION:
\$100M DEVELOPMENT WITH
A COMMON STANDARD**

\$18M

**FIVE-YEAR DEPRECIATION:
\$100M DEVELOPMENT WITH THE
INDUSTRY'S BEST STANDARD**

\$37M

For Capital Sponsors / Developers

We Elevate Your Competitiveness and Change Your Risk Position

We substantially change the risk position on capital provided by Capital Underwriters (Lenders). Our economic model elevates the development project cash flows, lowering quarterly tax payments for a Developer as the borrower. This outcome is created during the early stages of a new development or repurposed property when project stabilization is crucial. We provide expertise during the design and capital negotiating stages with support and guidance to loan officers engaged with borrowers. We embed our framework into your process and remain fully engaged through the construction phase delivering unprecedented value for you as a Capital Underwriter / Lender. The two scenarios below provide analysis for your review with a positive view in each.

How would your loan committee view a successful Developers' \$70M loan application on a \$100M construction project if either of the two scenarios below was the backstory underneath the committee's review?

Scenario A - \$100M Project:

In Scenario A, the Developer provides \$30M into the deal without an equity partner or sponsor and is able to secure a \$70M loan from your bank. The new project will benefit from \$37M of depreciation over five years that begins accruing as the Certificate of Occupancy is issued. The depreciation benefit creates an estimated positive impact on taxation of \$1,850,000 per quarter, or \$616,666 monthly. Do the math on your debt service with a \$70M loan with \$1,850,000 of quarterly depreciation in your analysis and tell me if you are smiling yet?

Scenario B - \$100M Project:

In Scenario B, the Developer needs a Capital Sponsor or Equity Partner to put \$30M into the deal to secure a \$70M loan from your firm. The new project and the Sponsor have the option to divide the \$37M of depreciation benefit according to the preferences and negotiations of the partners. The depreciation benefit begins to accrue from the point the Certificate of Occupancy is issued. As a V360 Coalition member, we team with your analysts and build into every deal you underwrite our framework which substantially changes the economics of commercial real estate development.

The Value of Coalition Membership:

Together, we help you negotiate loan conditions and stipulations that narrow your underwriting focus to projects that have elevated cash flows, higher internal rates of return, with increased viability and profitability of your Developers. Our framework lowers your risk on capital, during the most critical period where your exposure on loan proceeds is highest before the project stabilization is achieved.

Provided we contribute to the framework of capital strategy, negotiations and the design planning process, we can deliver substantial value and materially change the viability of commercial real estate development.

See pages 22 through 24 for more details and illustrated charts.



We Elevate A Development Project's

Attraction To The Capital Markets

If you're a Developer, what levers can you pull in this inflationary cycle to attract and retain capital to grow your portfolio?

Unrivaled Advisors is your new leverage in today's market. Our proprietary model and economic framework allows a Developer the chance to offset the negative pressures in today's environment.

We're A Bridge To Increased Collaboration Between

Private Wealth Managers, Family Offices & Investors

If you're an institutional wealth manager, what levers can you pull given the market volatility to attract and retain capital to grow your assets under management (AUM)?

We Increase Your Private Wealth Management Group's Attraction To The Affluent Investors

The Private Wealth Clients served by your rivals frequently invest in real estate development. These affluent investors should find our Capital Recovery benefit a powerful incentive to move assets under the custody of your private wealth managers. Especially when coupled with the lending of your commercial real estate group, which is of great value.

The illustration below provides a summary of the value we empower you to offer affluent investors to drive the growth in your AUM. The illustration uses a \$100M project in an actual case study. In this specific case, our framework creates a depreciation benefit of \$30M for the Capital Sponsor who makes the project financing move forward. For a wealthy investor with significant tax consequences, our framework delivers real motivation for an affluent investor to move assets into the custody of your private wealth management group.

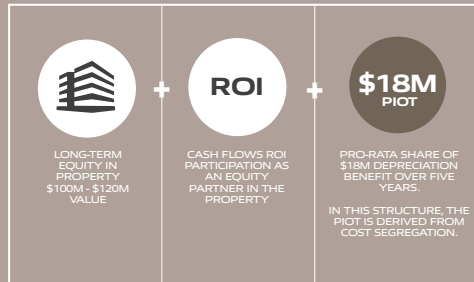
In addition to customary participation of quarterly cash flow disbursements to the project sponsor as a long-term equity partner, our framework delivers unprecedented short term value for the investor - your Client. We deliver a positive impact on your Client's taxation that in this example is \$30M of depreciation benefit that coincides with the issuance of the Certificate of Occupancy on the development project. The depreciation can be applied by your Client in a lump sum amount upon the occupancy of the property, or over a period of time that is most suitable for your Client given their current tax consequences.

The chart below compares the significant increased value that affluent investors get with our deal structure which has three clear advantages -

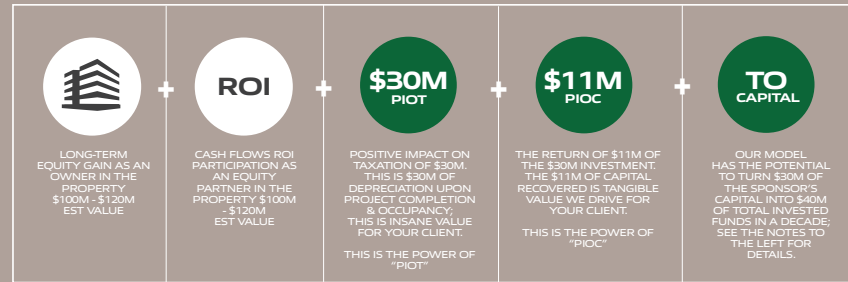
- (1) \$30M in immediate offset of taxation from the \$30M of depreciation benefit at project completion,
- (2) the return of \$11M of the \$30M invested by your Client in the project, and
- (3) the turnover of capital with the potential to position your Client with \$11M dollars additionally following a singular \$30M investment.

COMPARISON OF THE USUAL STRUCTURES VS. THE UNRIVALED STRUCTURE / ECONOMIC FRAMEWORK

The Usual Structure



The Unrivaled Advisors Structure & Framework



The figures noted in the green icons above are significant elements of your leverage to grow your AUM.

Drive new loan growth by
elevating your attraction
to real estate developers



News Of Two Development Projects (\$100M Each) Hits Your Inbox & Now You're Chasing Each Developer.

Which Developer Profiled Below Gets Approved First For \$70M By Your Loan Committee?

[The scenario below illustrates the leverage we provide capital underwriters / real estate lenders]

\$18M

Developer # One - \$18M Of Positive Impact On Taxation

This Developer has \$900,000 per quarter of estimated depreciation as non-operating expense for five years.

\$37M

Developer # One - \$37M Of Positive Impact On Taxation:

This Developer has \$1,850,000 per quarter of estimated depreciation as non-operating expense for five years. This Developer has positive quarterly cash flow is 2X's greater.

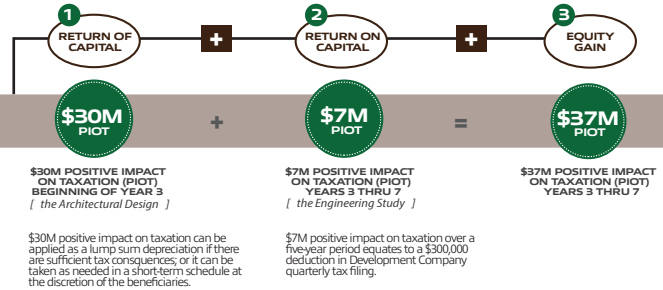
Contrast Of Two Economic Models

The chart compares the economic viability of a new commercial development project in contrasting two economic models based on a \$100M project development cost. Model A below provides twice the level of depreciation benefit in five years compared to Model B. The key assumptions are the same for each model and assumes the following:

- (1) a \$100M construction cost basis,
- (2) the issuance of the certificate of occupancy completed within two years of ground breaking,
- (3) the timeline start date is defined by the ground breaking, and
- (4) project stabilization occurs in the same timeframe for each model.

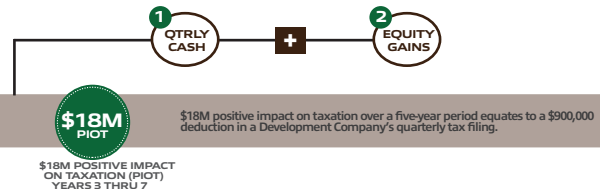
MODEL A: UNRAILED ECONOMIC FRAMEWORK TRIGGERS \$37M OF POSITIVE IMPACT ON TAXATION FOR A NEW PROJECT WITH \$100M COST BASIS OF CONSTRUCTION

Model A Substantially Enhances The Common Long-Term Equity Participation With - (1) Return Of Capital, (2) Quarterly Distributions & (3) Equity Gains



MODEL B: A COMMONLY USED ECONOMIC FRAMEWORK WITH THE STANDARD DEVELOPMENT STRATEGY ON A \$100M DEVELOPMENT PROJECT

Model B Provides The Common Long-Term Equity Participation Which Includes - (1) Quarterly Distributions & (2) Equity Gains



Recognized Brands That Benefit From Capital Recovery PIOT

THE BRANDS BELOW IS A LIST OF PIONEERS WHO CHANGED THEIR MARGINS AND THE MARKET WITH THEIR ADOPTION OF THE PATENTED SUSTAINABLE ARCHITECTURAL DESIGN. THIS DESIGN IS THE INTELLECTUAL PROPERTY OF TEXAS BASED ARCHITECTURAL FIRM WHICH WE ARE A VALUABLE TRADE PARTNER OF.





Q
Question

Will you let information bias keep you from effectively combating the
**Negative Effects Of
Hyperinflation!**

F
Fact

The one sure thing you gain by engaging us is economic leverage
**To Elevate Your Margins
& Competitiveness**

Client Quotes

Because of the exceptionalism and ethics of Patrick Earles, I highly recommend his firm to established companies, and entrepreneurs as well. I sought his creative expertise in August 2014 to serve one of our startup clients because of his rare skills. He did a marvelous job with an impressive plan and playbook for their market launch. He puts the interests of his clients above his own as a business practice. I highly recommend him.

Sonny Chastain, Intellectual Property Attorney
Kean Miller Law Firm
Baton Rouge, LA
(225) 389-3706 Direct
www.keanmiller.com
sonny.chastain@keanmiller.com

The work that Patrick Earles delivered for our Keypoint Federal Credit Union marketing campaign was phenomenal. When we engaged you, you advised our senior management that you would deliver a marketing campaign on par with the best financial institutions in the USA - Capital One Bank, Chase, etc. You delivered on that promise.

Dayna Gremillion, Keypoint FCU Creative Banking Professional
(225) 955-0586 Mobile SMS
www.keypointfcu.org
(now Neighbors FCU)

Patrick Earles spearhead the implementation of a broad communications strategy and delivered major improvements in operations, services, and efficiencies with disaster recovery.

The fiscal impact he delivered was in excess of \$1.3M in terms of reduced operating costs.

Sheila Osland
Ventura County FCU
Ventura, CA
sosland@sbcglobal.net
www.vccuonline.org

Patrick's creative energy and mindset is on a whole different level. He developed our growth strategy and campaign messaging with literature focused on secure banking, commerce and collaboration. Patrick is the most resourceful strategic advisor I know. He always met expectations and deadlines. He blew us away with our autonomous vehicle campaign for CES Las Vegas 2018 & 2019.

Kent Nies, VP Business Officer
Dallas Texas
(214) 403-8172 Mobile SMS
theimageleader@gmail.com

Patrick Earles is a uniquely gifted professional, a strong negotiator who knows how to simplify complex challenges. He reduced our "best & last offer" from Siemens by \$190,000 on a \$560,000 project. I highly recommend his firm."

Diane Pinson, Former VP Committee Director
Kern Schools Federal Credit Union
Bakersfield, California

I engaged Patrick Earles to manage an M&A campaign from start to finish because of his exceptional creative leadership. His agency team created a brilliantly styled, visible direct mail shareholder ballot with a tear off reply card that along with supporting in branch collateral elevated voter participation levels. Despite significant opposition, we still had 65% of the shareholders approve of the merger. If we had not embraced Patrick's Dive In & Cast Your Vote campaign, we may have failed in our efforts and wasted substantial capital.

Ken Bordelon, CEO (Former)
EFCU Financial
Baton Rouge, LA



Client Quotes

"I didn't know Patrick Earles before he came to work for us on our project. The guy is amazing. He saved us millions of dollars dismantling the levers of control a Fortune 100 supplier exercised for a decade at our refinery.

What was very important to me, was his total honesty and work ethic. I couldn't have been more pleased. We had internal conflicts about the early fiscal expectations he set for us. However, he exceeded those by far.

Arzell Hale, Director
Searles Valley Minerals
13200 Main St. Trona, CA 93562
(760) 372-2139 Direct
hale@svminerals.com

I worked in New York for the Grey Agency following my graduation from Princeton. I met Patrick Earles in 1992 as he was working to capture the Northwest Florida tourism market. We've collaborated frequently for three decades.

He is a force of nature and is as creative as any strategic planner / campaign director I have had the pleasure of working with, including those I worked with on the Grey, New York executive team.

Ken Lomas,
Creative Director
Atlanta, GA
(225) 978-9588 Mobile SMS

In 1999, Earles brought our startup company into a relationship with a network of non-profit family advocacy groups giving us a national footprint overnight. He invested significant time in our launch on a pro-bono basis out of passion for our vision.

I marveled at his diplomacy skill in front a whiteboard as the leader of strategy sessions. He is man of impeccable integrity who is relentless in his work, the consummate leader who can take over a room but never in a self-serving manner. I wholeheartedly endorse Earles to anyone needing a champion to launch a new project, startup or campaign.

Scott Gemell
Entrepreneur & Business Executive
Baton Rouge, LA
(225) 302-0701 Mobile SMS
gemell@cox.net

"Patrick Earles and I became acquainted after he launched The Venture Foundry, and then took Yellow Jacket, LLC to market in January 2013. He is what I call a sharpshooter and closed their \$2,000,000 Series A round in three weeks. I am happy to endorse him as a professional.

Terrell Brown, Investor
LSU Venture Fund Creator
Baton Rouge, LA

"We hired Patrick Earles to facilitate relocation, rebranding and repositioning our company. PMI was not a company inclined to outsource but our year long engagement was a huge success. He saved our company in my mind. He challenged out belief system and culture with a campaign of growth setting lofty growth targets which he met.

His vision began with a brand makeover, and creative messaging on par with national staffing companies. PMI ended up being acquired by a larger PEO in Brandeton, Florida. Patrick remains a close friend, confidant to me and my commercial real estate development company. If you need an advisor who performs to expectations he is one of those rare individuals with a broad set of skills and the will to win."

Kenneth Wright, Quality Control Director
PMI Employee Leasing
Ft. Walton Beach, FL
(850) 582.6442 Mobile SMS

I was well served by the talent of Patrick Earles and his creative team. He successfully produced a series of videos for our sales development and launch of a new media venture. He's outstanding, dependable and goes the distance.

Russell Starns,
Business Leader / Visionary
Baton Rouge, LA
(225) 413-5702
golfscore69@aol.com

Client Quotes

We brought Patrick Earles in for an initial audit that resulted in \$13,000 in IRS refunds, \$25,000 in utility company refunds, and numerous other benefits in our day to day operations. We conducted our own internal audit 90 days prior to contracting with him.

From his audit, we discovered that we paid a vendor \$75,000 for services to a Mojave, CA branch office that was closed four years earlier. Working with Patrick during the three year period to be easy and economically beneficial. He kept our vendors honest, optimized our facilities and use of operating capital."

Bruce Wertenberger, Board Chairman
AltaOne FCU
Ridgecrest, California

"We have worked on several complex technology / enterprise network projects with Patrick Earles, Kern Schools FCU, Ventura County FCU, Searles Valley Mining, Alta One FCU, etc. Each time the projects were implemented with great success with impact on the business bottom line of clients. He is masterful in persuading executives that his fiscally driven approach is a better source for expense and enterprise management."

Don Wisdom
Datalink Networks, Inc.
Los Angeles, CA
(661) 294-8833 Direct
donw@datalinknetworks.net

Patrick Earles managed to secure the trust of Rush Foundation Hospital's key decision makers in ways that others for decades had failed to do. He delivered a \$600,000 capital plan to replace aging infrastructure at the hospital with a 15 month payback. The financial justification was based on his eliminating \$40,000 of monthly spending which in turn created \$7.2M of positive cash flows over the 15 year lifecycle of the investment. The hospital's communications infrastructure was as antiquated as a system of tin cans and strings.

He delivered fiscal expertise and leadership that enabled Rush to lower its annual expenditures by \$480,000. Rush Foundation chose my technology company at Patrick's recommendation. The key to our success was the absolute fiscal clarity Patrick possessed that was borne from an exhaustive three-year evaluation of operating costs coupled with 200 manhours of uncompensated time, and analysis. My regional firm would never have absorbed this level of risk to free the Rush Foundation Hospital from the incessant grip of the monopoly phone company.

Gloria Feinstein
Rush Foundation Hospital
Meridian, MS

I am a top technologist, formerly the CIO of the State of Louisiana and yet neither myself, our team members or vendors possessed the clarity regarding the financial justification for the modernization of critical infrastructure systems. We hired Patrick Earles to provide us with strategic and fiscal advice. Patrick's expertise is of great value to me and other executives struggling to bridge the gap between financial and technical know-how.

His feasibility study showed me that OGB clearly could financially justify leasing \$800,000 of technology improvements in our organization and still achieve in excess of \$41,000 per month in net improved cash flow.

I am pleased to endorse Patrick and Unrivaled Advisors as a leading edge firm. I vouch for the financial discovery and opportunity they detailed for my organization.

Rizwan Ahmed, Office Group Benefits
LA Department Of Natural Resources
Louisiana Chief Information Officer
(225) 326-0741 Mobile SMS

Client Quotes

"We outsourced critical responsibilities to Patrick Earles hoping to find value in working with his company. His fiscal expertise changed the economic viability of marginal projects moving JCI's typical simple payback period from seven years to less than three.

JCI is a global leader and he delivered major financial impact with unexpected substantial gains for a half dozen clients that validated our performance contracting and positioned my team for success with these clients.

- (1) Methodist Healthcare - Memphis, TN,
- (2) Rush Foundation Hospital - Meridian, MS
- (3) Rankin County Government - Brandon, MS,
- (4) Adams County Government - Natchez, MS
- (5) Hinds Community College - Raymon, MS,
- (6) University Medical, Lafayette, LA

Jimmy Kaiser, Executive Leader
Formerly National Sales Director
Johnson Controls, Inc.
(225) 603-8956 Mobile SMS

"We hired Patrick Earles in June 2012 to lend expertise to our ski business partnership. We needed to secure bank financing to expand facilities and to recapitalize our company. He delivered the most compelling visually stimulating business plan with substantive data to support our growth.

Our banker at Washington Mutual stated that their loan committee team had never seen a better presentation from a borrower. Under his leadership, we closed on our bank loan, he led our shareholder meeting with a critical capital call in August 2012 with \$870,000 of new working capital. This funded Bluewood's 2013 capital improvements and ski season. I highly recommend Patrick as a creative advisor to any company or partnership that needs expertise to navigate complex challenges."

Mike Stephenson, Owner / Investor
Bluewood Ski Resort
Kennewick, Washington
(509) 539-3517 Mobile SMS
mike.proag@gmail.com

"The purpose of this letter is to say how much we have enjoyed working with Patrick Earles in support of our firms' work in real estate, information technology, and in renewable energy.

I fully expect that we will continue working with him in Hawaii and in Asia. We consider Patrick to be one of our strategic business advisors on how to best approach new opportunities in real estate, energy and technology."

Shin Murayama,
Hawaiian Law Firm
55 Merchant St, Honolulu, HI 96813-4336
(808) 688-8558 Mobile SMS

"I have received a number of responses to my requests for references on Patrick Earles and his company (Unrivaled Advisors). All are favorable and we need to engage him professionally to manage this project for the firm. Patrick will champion this project from start to finish, affording us the freedom to focus on the firms' business. His role as an outsourced advisor limits the drain of the firms resources."

Jim Chenevert,
Former Executive Director
Kean, Miller, Hawthorne, D'Armond,
McCowan & Jarman, L.L.P.
Baton Rouge, LA
www.keanmiller.com



If You're Looking To Elevate Your Market Dominance & Marketshare

Dive Into Coalition Membership

We're Scaling Up A Proven Standard With Unprecedented Value.
You Ought To Engage Us Before Your Rivals Do!



As A General Contractor We Will Position Your Sales Team

To Win Twice As Many Bids Annually!

We're offering the first 60 general contractors who join our coalition in 2022 an exclusive right to our framework. Besides mad creative production & persuasive selling skills our framework is the basis of how we double your contract volume within twenty-four months. You'll deliver unprecedented value economically to your developer clients that no other general contractor in your home market can match.

Every Stakeholder In Commercial
Real Estate Is Hunting Aggressively

For The Big Trophies!

**Schedule a discovery call before
your rivals do. It's a 30 minute call
that will explain to you and your
team the leverage we have as a 31
year creative growth agency.**

We'll discuss your growth ambitions,
general sales success ratios, and discuss
our criteria & terms for exclusive
membership.

Our model offers exclusive
membership for Build-To-Rent
Developers, General Contractors,
Wealth Planners, Family Offices,
Private Lenders, Regional Banks,
Regional Credit Unions, Hotel
Developers, Luxury Car Dealers,
Architects, and Municipal
Governments.





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