

Casa Deals Dual Strategy Approach

'Fix and Flip' & 'Buy and Hold' Criteria

Casa Deals is currently raising capital to fund our real estate purchases and fixer upper projects, we are looking to acquire opportunistic single-family residential properties, through both traditional and off-market sources, in strategic Dallas / Fort Worth locations. Our purchases will be comprised of single-family homes, mobile homes, and townhouses. They will be renovated, and sold in accordance with our overall strategy and market conditions.

Our acquisition model is focused on the Dallas / Fort Worth Metroplex, a major growing market with long-term demand drivers, nation-leading rates of economic growth and persistent insufficient housing supply

ABOUT CASA DEALS

Casa Deals is a hands-on real estate investment firm, created to provide nimble, transparent real estate investment opportunities that leverage local level expertise not found in most traditional large Wall Street institutions.

This experience, plus our proprietary data and analytics platforms, make Casa Deals an intelligent, modern real estate investor. We accurately anticipate and quickly act on emerging market trends and opportunities provided.

Casa Deals Expert Team:

- Delivers an integrated business model designed to generate attractive returns while reducing exposure to potential external risk factors
- Focuses on opportunistic real estate markets with strong, long-term demand drivers
- Leverages our ability to source high yielding, off-market investment properties through multiple channels, including foreclosure auctions, REO, bulk transactions, individual wholesalers, and short sales to generate stable, predictable profit
- Adheres to established quality operating standards while providing investors with local-level transparency and specialized knowledge

- Utilizes existing and proven systems and frameworks established from years of doing the work, studying the industry and multiple successful transactions.

Dual-Strategy Approach:

- Casa Deals portfolio and projects will be comprised of both ‘fix and flip’ and ‘buy and hold’ assets.
- Our projects may inverse to a majority buy and hold approach as the economy is predicted to soften.

Our dual strategy approach is designed for Both Flexibility and a Long-term Hold Strategy:

- Flexibility: Acquired assets are carefully selected to ensure a fit with both the company’s fix and flip and buy and hold requirements in order to maintain the ability to adjust our strategy as markets shift, enhancing investment resilience and optionality
- Long-term: the DFW Metroplex rental market continues to show signs of strong growth, as does home price appreciation and housing demand, underpinned by consistent increases in population and employment rates

ACQUISITIONS STRATEGY

Local Market Expertise, Industry Reputation and Extensive Network Provides Unique Acquisition Sources available to Casa Deals

- Casa Deals team has already bought dozens of residential investment properties with a combined experience of over 200 transactions
- Our team members and supporting team are known throughout the DFW market for buying houses, unlike detached institutions located elsewhere

Bottom Line is We Know What Makes a Good Investment:

- Asset type and age
- Projected home price appreciation
- Proximity to job centers and educational institutions

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- Crime rates
- School districts
- Population growth
- Affordability
- Neighborhood-level rental growth & demand

Set Guidelines Determine Price Thresholds, Minimum Purchase Discounts, and Flip and Rental Suitability

- Properties listed on the MLS or off-market, below market value
 - Primary focus is on distressed properties including REO and Short Sale
 - Single-family detached: minimum of 3 bedrooms, 1.5 baths and 1 car garage in a subdivision of more than 50 homes
 - Townhome: minimum of 3 bedrooms, 1.5 baths and 1 car garage in a subdivision of more than 25 units
 - Central Heating and Air Conditioning required for ALL properties
 - Property should be located in a GREEN or YELLOW Crime Zone on the Trulia.com crime map and display low crime on other crime reporting sites specific to DFW market. Other crime sites provided in supplemental documents
 - Minimum Estimated Rent: \$600 per month
 - Minimum Square Footage: 1,000+
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- Our General Contractor conducts an initial evaluation of the property to determine a required renovation cost estimate, which includes a review of the asset's existing foundation, flooring, HVAC system, appliances, surface finishes, landscaping and paint
 - This initial quick estimate is then reviewed in detail by the Acquisitions team to determine if the renovation investment amount requires adjustment
 - Review Dividend Rate, Implied Equity, and Gross ROI criteria
 - Casa Deals team then determines during this 7-14 day contingency inspection period if an offer should be made to acquire the property, and if so, at what price

Characteristics to Avoid

- Located in Flood Zones A or V. FEMA Map <https://msc.fema.gov/portal>

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- Property with wooden foundations
- Quitclaim deeds or Land/ground leases. (Our Title must be fee simple. Therefore, prior to or at closing, ground leases/land leases must be redeemed or terminated by appropriate measures by Seller at Seller's expense).
- Property with unsealed/uncapped wells or septic tanks
- Property located in ORANGE or RED Zones on the Trulia.com crime map
- Properties near high levels of crime on other crime reporting sites

ACQUISITION SOURCES AND MODEL CRITERIA

Casa Deals acquisition model is based on buying properties from **three types of leads**:

Multiple Listing Service (MLS): On Market

- Every day, our acquisition portal finds all active properties in the MLS database that meet our buying criteria
- Our system determines the best opportunities on our in-house "valuation" model
- Prior to any offer being sent, each property deemed a "potential deal" will be walked through and videoed so that our acquisition team can determine the scope of work, fair market values and the highest price we would offer

Off Market: Wholesalers, Landlords, Bird-dogs and REO managers and Online Auctions

- Casa Deals has a long history of acquiring properties in the DFW market and are frequently approached to make offers on residential property deals not publicly listed
- Our online portal enables outside consumers (wholesalers) to submit deals directly to us for evaluation

Auction: Super Tuesday

- We research approximately 100 properties in the DFW area each month prior to attending the non-judicial auction that occurs on the first Tuesday of every month

- We order and review title reports to ensure that there are not any privileged liens that would prohibit the rehabilitation and disposition of the property in less than 30 days
- Each prospective property will be visited (and in many cases, only an exterior evaluation will be possible, due to the property being occupied) to determine general property condition and scope of renovation required
- The Fair Market Value (FMV) and Fair Market Rent (FMR) pricing is then determined using subdivision-specific sold, pending and active property comparisons from the MLS
- The maximum offer price is then determined with an understanding that this lead source should produce the highest yielding purchases

For more information please contact Felipe Soares at 972.265.9260 or visit

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Or by booking an introductory phone call with Felipe. [Click here to schedule an appointment.](#)