

# Welcome to Mayfair Real Estate

Mayfair Real Estate creates value for investors looking for cash flow, equity growth, and higher returns through real estate investment. We acquire underperforming small and medium size apartment buildings in urban markets and add value through improved management, property renovations, and implementation of proven systems. We have an in house property management team and have completed more than \$40 million in transactions since launching in 2009.

## Our Investment Model in Four Steps

**Step 1:** Identify investment opportunity, raise capital, obtain financing, and acquire asset.

**Step 2:** Reduce operating expenses and improve property to reposition for equity growth.

**Step 3:** Implement management and maintenance program to manage for cash flow.

**Step 4:** Assess market conditions and investor objectives, then refinance or sell.

## Why Our Investment Model Works

**Cash Flow:** Regular recurring income in the form of rent.

**Attractive Yields:** Typical IRR of 15-20% and cash on cash returns of 8-12% after project stabilization.

**Integrated Property Management:** In-house property management team and online systems to manage all of our assets.

**Tax Shelter:** Income from real estate can be sheltered by depreciation and taxed at a lower rate than earned income.

**Inflation Hedge:** Rent prices typically increase along with inflation.

**Invest in Real Assets:** Unlike stock certificates, real estate has inherent value because it is made from land, brick, and mortar.

## Flexible Investment Options

**Direct Ownership:** Investor maintains 100 percent ownership of the asset and assumes the risks and rewards of full ownership.

**Private Lending:** Investor loans money for a fixed rate of return through interest.

**Co-Investment:** Group of investors co-invests with the sponsor who finds the opportunity, raises the capital, and implements the business plan.



Mayfair  
Real Estate

### Contact Us

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# Mayfair Real Estate LLC

## Sample Projects

### 1637-1641 Tyler Street, Hollywood, FL

We purchased this historic 1937 9-unit apartment building in early 2016. We completed our improvement plan, increased rents by 30%, and refinanced in one year. We put long-term non-recourse debt on the property, and our investors have already been repaid. We continue to hold the property for cash flow.



### 635-641 NE 8<sup>th</sup> Ave, Fort Lauderdale, FL

Located in the desirable neighborhood of Victoria Park, this small 10 unit apartment complex was in massive disrepair when we purchased it. We implemented a large scale renovation over about 8 months, and got it leased up in just over a month. The project is now producing cash on cash returns of just under 18% for investors and we have created significant equity.



#### Chris Kennedy, Chief Executive Officer

Chris is an experienced real estate investor, asset manager, and licensed broker. Under his leadership, Mayfair Real Estate has completed more than \$40 million in transactions. A rare combination of hands-on real estate experience, a creative background, and strong analytical skills gives Chris a competitive advantage in the investment business.



#### Jonathan Kennedy, Director of Business Development

Jonathan directs the company's business development, marketing, and branding campaigns. He lives in Arlington, Virginia, where he holds a real estate license and specializes in land-based transactions. He is a member of the Realtors Land Institute (RLI) and is working to achieve his Accredited Land Consultant designation. Jonathan has closed 30+ transactions since he began investing in 2013.

## Executive Team