







VILLA DEL PEÑON TABLE OF CONTENTS











CONCEPT







OPERATIONAL STRUCTURE

CONTACT US ABOUT VILLA DEL PEÑON TODAY!











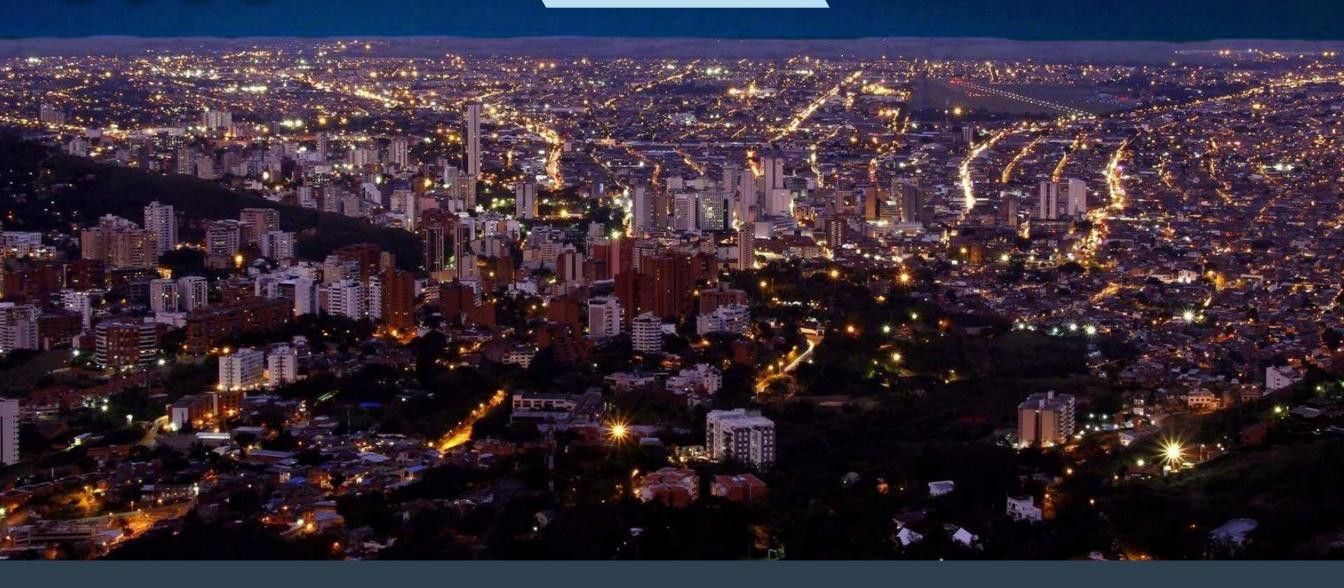






INVESTMENT OVERVIEW

























INVESTMENT OVERVIEW





PACKAGED REAL ESTATE

OJEC

What is a PREP?

A PREP is a Pre-Packaged Real Estate Project, designed to allow investors the ability to invest in a hand-picked, fully turn-key real estate investment project that produces cash flow and equity.

In short, our expert investment team find low cost real estate in desirable or up-and-comingareas that present fantastic opportunities in the short-term vacation rental market.

By buying older properties, and using our expertise to totally renovate the space for maximum rental potential, we are able to maximize the returns.

A PREP is fully managed by our local, on-the-ground team from selection and rental assessment, right through to the renovation, interior design and presentation on our rental listing websites.

We then manage the successful rental of the property via our extensive team of marketing specialists, booking agents, concierge and hospitality staff.

While PREP is a relatively new term, we've been doing these kinds of packaged investments for the last 5 years and we have a 100% proven track record of success in every **PREP** we have created.

We are pleased to present to you our latest offering.





303 393 8872

























THE OPPORTUNITY

VILLA DEL PEÑON is an opportunity for investors looking for an excellent cash flow and equity project via a real estate purchase in Cali, Colombia.

The property is situated in one of the most desirable areas of El Peñon, a short walk to the Gastronomic and entertainment district of Cali, and well located right in the premier hotel and tourist areas. This is the most sought-after destination among travelers to Cali.

The units will be rented as luxury furnished studio apartments geared toward the foreign rental market.

First American Realty Medellin (FARM) is partnering with local real estate investor Patrick Spanfelner, (now the head of First American Realty Cali) to leverage FARM's successful track record with an on-the-ground expert in Cali.

FINANCIAL SUMMARY

- Preferred 8% ANNUAL CASH FLOW income from rental apartment leasing once operational
- An estimated 21% TOTAL RETURN on building equity and capital gain once the building has been sold.
- Minimum investment amount is \$25,000 USD













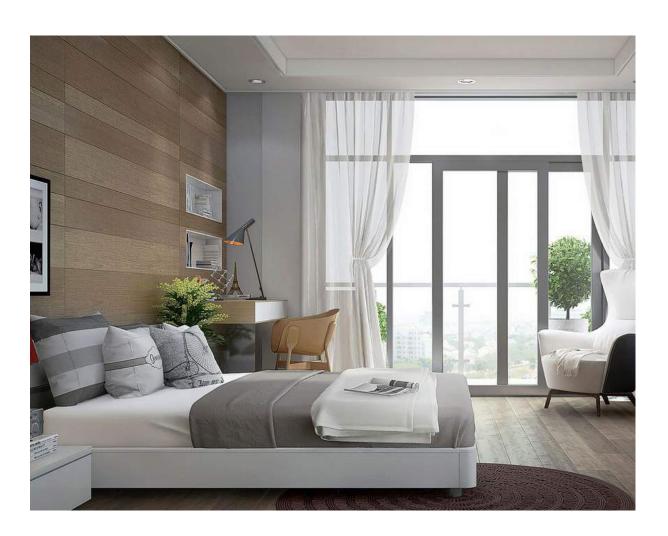






INVESTMENT OVERVIEW





KEYS TO THE PROJECT

| Minimum investment amount (USD) | \$ 25,000 USD |
|----------------------------------|------------------|
| Total Building Acquisition (USD) | \$ 235,821 USD |
| Total Project Investment (USD) | . \$ 755,107 USD |
| Exchange Rate COP/USD | 2,800 |

ADDITIONAL INVESTMENT BENEFITS

- Exchange rate is extremely favorable for US investors
- Investment offers HEDGE AGAINST THE US DOLLAR
- Perfect timing to invest in a rapidly rejuvenating marketplace
- Investors will qualify for a COLOMBIAN VISA
- Building meets rising demand for SHORT-TERM LUXURY accommodations in the city's most upscale area















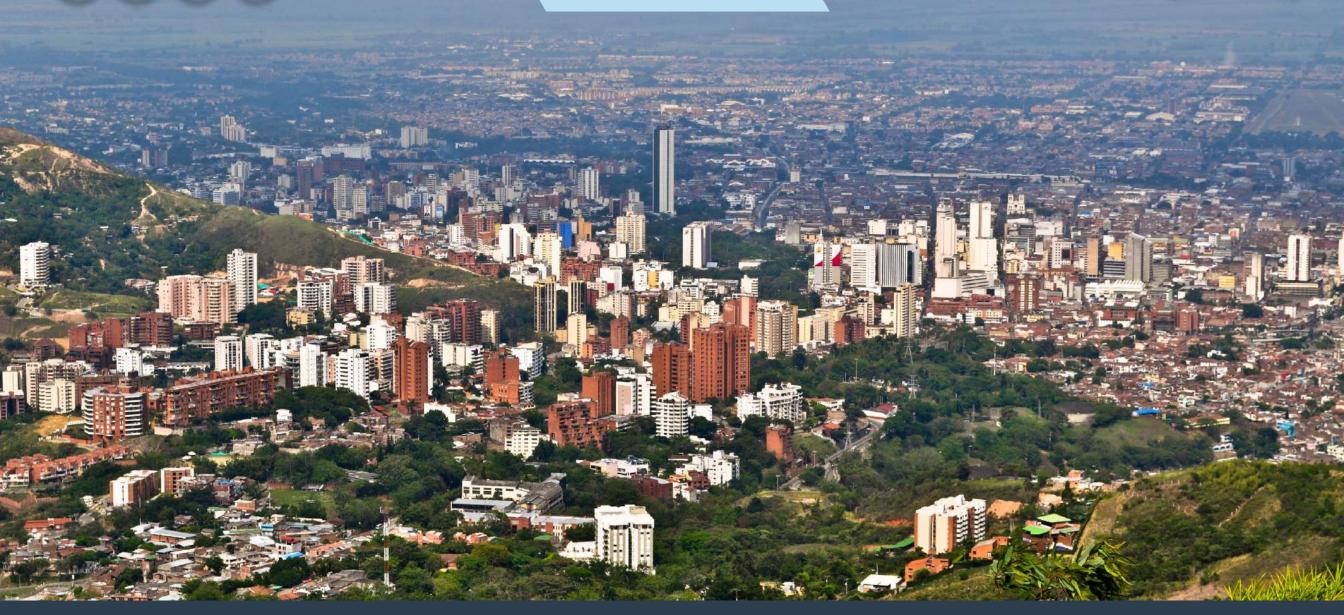








































BUILDING CURRENT CONDITION

PROPERTY DESCRIPTION

The building is located at Carrera 3A Oeste # 4 - 53, on a tertiary, quiet street that connects with easy access to all of El Peñon. The building is from 1958 and consists of 4 LEVELS connected by a stairwell at the right front of the building. The structure is well suited for sub-dividing the 3 existing large apartments into 7 studio apartments.

LOCAL CONTEXT

The property is located in one of the greenest, quietest and safest areas in the city in an upscale area of Cali which is the premium hotel district, which includes the Hotel Intercontinental, the Dann Cali, The Hampton by Hilton and the new 5-star hotel La Sagrada Familia.





















CONCEPT



THE SURROUNDING AREA





























CONCEPT











THE NEIGHBORHOOD

- Central Cali Location
- 2 -minute walk to Restaurant Zone with more than 40 dining options in a 4-block radius.
- 5-minute walk to Cali's upscale Zona Rosa cocktail bars and lounges.

LOCAL AMENITIES

- Will be located alongside what will be a newly constructed 5-star hotel "La Sagrada Familia", arguably the most fancy hotel Cali has ever seen.
- A short 2-minute walk to a El Peñon park with music and art exhibitions.
- Easy walking distance to popular attractions such as the Cali River, Cat Park and La Tertulia Museum and Cali's zoo.
- Surrounded by a host of conveniences such as upscale bakeries, the city's best artesanal ice cream, boutique shopping, coffee shops and supermarkets.
- The building is positioned perfectly for access to the historic San Antonio neighborhood and Plaza Caicedo in the historic downtown.
- Nature trails and hikes are also easily accessible in the nearby hills.

NEIGHBORHOOD CHARACTER

- Quiet neighborhood shielded from the city noise
- Very safe and secure Stratus 6 neighborhood with lots of character and style
- Tree-lined streets to provide lots of shade when walking around.

















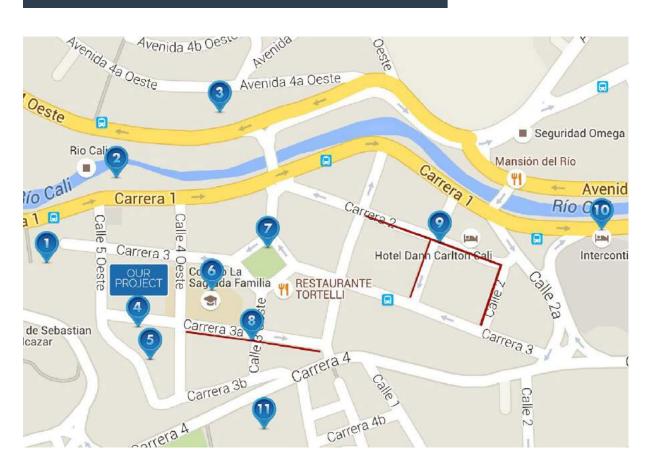








THE NEIGHBORHOOD - EL PEÑON



- 1 Tertulia Museum
- Obelisco, Cocktails and empanadas at night
- 3 The famous Cat Park
- 4 Villa Del Peñon Our Project
- 5 Location for upcoming project (stay tuned!)
- 6 La Sagrada Familia Hotel project - full city block

- Peñon Park with live music every day and art on Sundays
- 8 The red line is a stretch with 10 restaurants, bars and ice cream shops
- 9 Street with fancy cocktail bars and restaurants
- 10 Hotel Intercontinental
- 11) Historic barrio San Antonio



































DEVELOPING TOURIST SECTOR

Although Cali is behind Colombia's more frequented cities of Bogota, Cartagena and Medellin, it is quickly catching up and large Hotel groups are paying attention.

Marriott and Hampton by Hilton just opened hotels here in the last year.

Tourism up an average 13% per year over the last 5 years.

Just one block from our project a new luxury 5-Star Hotel "Sagrada Familia" is under construction and will be completed in 2016.

This new hotel will cover an entire city block and house 40 new high-end shops such as Louis Vuitton, Tiffany, Tissot among many others.

The hotel will be unlike any other hotel in the city with 67 super high-end luxury rooms, dozens of gourmet reaturants, cafes, bakeries and boutique shops, a state of the art gymnasium, an art gallery, a luxury spa, virtual golf range and even a bowling alley.

The completion of this hotel will convert the already upscale area into an exclusive urban zone that will quickly become the 'place to be seen', just like the Andino sector of Bogota, or the Provenza area in El Poblado, Medellin.





















CONCEPT









WHY EL PEÑON?

CENTRAL LOCATION

El Peñon is arguably the best neighborhood in all of Cali with its prime location along the Cali River. Its quiet tree lined streets are home to the city's most upscale bars, clubs, restaurants and hotels. Local newspaper El Pais recently wrote an article about El Peñon being the best place in the city to invest for capital appreciation due to all of the ongoing development.

PROXIMITY TO BUSINESS AND TOURIST TRAVELERS

Villa del Peñon is strategically situated in a peaceful and quiet neighborhood with easy access to some of the city's most popular tourist attractions such as the San Antonio neighborhood but also offers business travelers the best selection of quality accommodation in the city and easy access to the financial district.



















CONCEPT



POBLADO SUITES:

3.5 years in operation generating better than projected returns



OASIS SUITES:

2 years in operation generating better than projected returns



BOSQUES DE PROVENZA:

Operational for one year and generating better than projected return



GENERATE CASH FLOW AND EQUITY

VILLA DEL PEÑON will be a cutting edge conversion project made in partnership with the investors (you), First American Realty Medellin, The Apartment Medellin and First American Realty Cali.

Investors will participate in the CASHFLOW of the property in addition to the EQUITY generated by the value added to the property via the improvements, appreciation and high occupancy rates we are able to achieve through our rental group.

We will take an existing apartment building and divide the 4 floors into 7 individual, elegantly designed and finished apartment suites. These apartments will be rented out through our vertically integrated short term rental program.

BANK ON PROVEN SUCCESS

This investment concept is modeled after First American Realty Medellin's already successful investment projects such as POBLADO SUITES, OASIS SUITES, CASA PROVENZA, BOSQUES DE PROVENZA and ENVIGADO LOFTS.

Benefiting from restrictive short term rental laws in Cali, as in other parts of Colombia, the resulting limited supply of short term rentals will allow VILLA DEL PEÑON to garner high occupancy rates and maximum rental returns.





























FURNISHED RENTALS CONCEPT

EMERGING LUXURY SEGMENT

Combining high quality design standards and the popular central location, VILLA DEL PEÑON is poised to offer a higher standard of apartment rentals than currently available in the market at very competitive price points.

Our average price per night of around \$75-\$100 is compared to the 5-star hotel on the same street which will offer rooms as high as \$200-400 per night. The nearby Intercontinental Hotel also has rooms in the \$130 per night range. We can offer a comparable standard of service and accommodation at a much more affordable price.

CAPITALIZE ON A RESTRICTED MARKET

This project will capitalize on the short-term rental laws which have restricted short term rentals in many large buildings in Cali and across Colombia. By owning the entire building VILLA DEL PEÑON will have the legal right to rent the apartments out on a daily basis.

By comparison, other apartment rentals in the city are required to comply with a 30-day minimum stay. We anticipate that this regulatory advantage will drive maximum rental returns on the project.

INCREASE CASH FLOW

You will find a Rental Income Summary spreadsheet below showing projected rental income and expenses, in addition to the project cash flow projections.































DESIGN CONCEPT

"To offer one of a kind, luxury rental apartments, ideally located in the most central and sought after location in the city with premium interior design, modern comfortable finishes, top quality materials at a reasonable price."

VILLA DEL PEÑON - RENOVATION OBJECTIVES

- 1. Subdivide into 7 units with all new finished materials
- 2. Replace all mechanical, plumbing and electrical systems in compliance with international standards
- 3. New lighting design to enhance contemporary ambiance
- 4. Full facade renovation to communicate quality and comfort
- 5. Add design finishings and well-appointed furniture and appliances including a communal washer and dryer area
- 6. Add built-in desk and furniture features

Building Size: 448 sq meters Average Apartment Size: 64 sq meters



















CONCEPT



Click to visit our Websites:

FIRST AMERICAN REALTY OF MEDELLIN RENTAL SITE

THE APARTMENT MEDELLIN SITE















MARKETING STRATEGY

LEVERAGING PARTNERSHIPS

FARM has a remarkable track record of developing, designing and managing several rental buildings through our vertically integrated line of services from architectural design, through property management.

To achieve initial traction in the Cali market, we have teamed up with Patrick Spanfelner, a local real estate entrepreneur to create First American Realty Cali, allowing us to utilize his extensive local knowledge and contact network.

A DEDICATED MARKETING PLATFORM

Continuing with the success of property management model created by The Apartment Medellin (TAM), we will be focusing the same team of experts on the Cali rental market.

Daily rental rates will range in rental value from \$75 USD to \$100 USD per night, depending on the unit size and features (peak season rates will be higher). Peak season for Cali is between Christmas and New Years for La Feria and in August for festival Petronio Alvarez.

A MULTIPRONG APPROACH

Supplementing TAM, VILLA DEL PEÑON will also be available for bookings through third party websites such as Airbnb, Trip advisor, VRBO, Booking.com, and Homeaway among others.

CONTACT US ABOUT VILLA DEL PEÑON TODAY!















rich@farmedellin.com





















INVESTMENT RETURNS:

| Preferred Rental Income Participation**: | 8% |
|--|-----|
| Building Equity created on renovation & cash flow history: | 21% |
| | |

Not Considered

INVESTMENT DETAILS

OVERVIEW

The total investment opportunity available for the project is approximately \$755,107 USD. The minimum investment amount required per investor is \$25,000 USD.

Priority funding for the project will be given to larger investors to promote exclusivity. Investors who are interested in a COLOMBIAN VISA will be able to participate in a VISA application process depending on the type of VISA desired, assuming the appropriate investment amount is made.

PREFERED RETURNS

With the preferred rental income structure offered to investors, FARM First American Realty will only start earning on excess returns above 8%. This performance-based structure incentivizes our long term commitment to maximum occupancy and building operation efficiency.

Annual cash flow once operational





Building Appreciation:



















KEY INVESTMENT DETAILS

ADVANTEGOUS TIMING

Now is a great time to take advantage of the strong US Dollar vs. the Colombian Peso with a 10-year high in the exchange rate. The strong US Dollar equates to more than a 35% discount when purchasing real estate as compared to 18 months ago.

FULL CONTROL OF YOUR INVESTMENT

VILLA DEL PEÑON will be fully owned by Villa del Peñon SAS (a Colombian Corporation) and investors will have a prorated interest in Villa del Peñon SAS based on contribution amounts.

Any surplus funds not required for the project will be returned to the investors based on their pro-rated contributions.

APPRECIATING RENTAL RATES

Rental rates will increase overtime increasing the value of the building equity owned by investors.

INVEST IN A GROWING MARKET

Villa del Peñon is in a sector with a limited supply of available land accelerating the appreciation of the buildings in the area.

The building meets the increasing demand of high quality short term furnished apartment rentals in Cali.

LEVERAGE A STRATEGIC PARTNERSHIP

By partnering with First American Realty Medellin, The Apartment Medellin and First American Realty Cali, investors will leverage the combined successful experience of 15 years in the Colombian real estate and rental markets.

























CAPITAL COSTS SUMMARY

| KEY FIGURES | KEY | FIG | GU | IR | ES | 3 |
|--------------------|------------|-----|----|----|----|---|
|--------------------|------------|-----|----|----|----|---|

Exchange Rate (pesos/USD): \$2,800 Building/Project Size (SM): 448

DESCRIPTION COST TOTAL

BUILDING COST (ON PURCHASE):

Acquisition Cost/ SM (PESOS): 1,473,884 660,300,000
Acquisition Cost/ SM (USD): \$526 \$235,821

TOTAL PROJECT COST (AFTER CONSTRUCTION, FINISHINGS, FURNISHINGS & ALL PROJECT COSTS):

 Building Investment (PESOS):
 4,719,420
 2,114,300,000

 Building Investment (USD):
 \$1,686
 \$755,107

























CAPITAL CONTRIBUTION SUMMARY

| 660,300,000 | TOTAL ACQUISITION |
|---|--|
| 620,000,000 31,000,000 9,300,000 | Purchase Price (Building) 3rd Party Commissions (fund raising fees - if needed) Closing Costs |
| 134,000,000 | TOTAL GENERAL EXPENSES |
| 25,000,000 64,000,000 5,000,000 24,000,000 16,000,000 | Holding Expenses (till operational including taxes, utilities, valorization, etc.) Permitting, Engineering & Structural Design Expenses Marketing Legal Fees (Promesa/Purchase Agreement, SAS set up, Operating Agreement, Other) Financial Fees |
| 1,320,000,000 | TOTAL RENOVATION & FURNISHING |
| 800,000,000 245,000,000 275,000,000 | Renovation (luxury grade apts, building to have 2 Jacuzzis if structure permits) Furnishing & Appliances (7 units) Project Management/Administration/Arch Design, Construction Management, and Financial Management |
| 2,114,300,000 | Total (PESOS) |
| | |
| \$ 755,586 | Total (USD) |

























RENTAL INCOME MODEL

| FLOOR # | APT# | FEATURES | MONTHLY RATE (60% occupancy) (USD) | DAY RATE (USD) |
|---------|------|--|------------------------------------|----------------|
| 1 | 1 | 2 bedroom with access to little garden | \$ 1, 620 | \$ 90 |
| | 2 | 1 Bedroom, back unit with patio | \$ 1, 350 | \$ 75 |
| 2 | 3 | 1 bedroom with 2 window facade | \$ 1, 350 | \$ 75 |
| | 4 | 1 bedroom with 1 window facade and bale | cony \$ 1, 440 | \$ 80 |
| 3 | 5 | 2 bedroom with facade | \$ 1, 710 | \$ 95 |
| 3 | 6 | 1 bedroom with patio | \$ 1, 440 | \$ 80 |
| 4 | 7 | 2 bedroom penthouse with patio/terrace | \$ 2, 610 | \$ 145 |
| | | TOTAL MONTHLY RENTAL INCOME: | \$11,520 | \$640 |
| | | | | |
| | | ANUAL RENTAL INCOME: | \$ 138,240 | |
| | | Expenses (PM Fee, Utilities, Prop Tax, Cle | eaning, Maintenance) 35% | |
| | | Net Annual Income (pre-tax) | \$ 89,856 | |
| | | Annual Rental ROI: | 12% | |





















FINANCIAL STRUCTURE



RETURNS SUMMARY

| | PROJECT TOTAL | INVESTOR(S) | FARM |
|--|---------------|--|---|
| Total Funds Required: | \$755,107 | | |
| Contribution Amount | | 100% | na |
| Capital Returns | | Investor Funds are First Funds Out on Resale | na |
| If Multiple Investors | | Pro-Rated based on Contribution Percentage | na |
| Reserves: | | | |
| To Be Available (if needed) | 100,000 k | na | na |
| FARM Fees: | | | |
| Property Management Fees Project Management Arch design & SAS Administration | | na na | 15% discounted rate (from 20%) Included in Capital contributions |
| Resale Commission | | na | Standard 3% split with buyers agent |
| Annual Rental Income (pre-tax ROI): | 12% | | |
| Split | | 8% | Balance |
| Order of Distribution | | Preferred returns up to 8% | None |
| Project Equity Upsides (pre-tax): | | | |
| Split | | 50% | 50% |
| Building Resale Valuation at 8% resale cap rate/after 5% closing costs | \$1,067,040 | | |
| Equity on Resale | \$311,933 | \$155,966 | \$155,966 |
| Building Appreciation | | Unknown | Unknown |
| Equity Returns | | 21% | na |















rich@farmedellin.com





































Jeremy Zick President Head of FADS Design and Build Services



Rich Holman Head of Institutional and Residential Sales



Patrick Spanfelner **Head of Operations** Cali Division

First American Realty Cali



Joe Greco Head of Investments



Andrew Campion Head of Marketing and Property Management

KEY PARTNERS

FIRST AMERICAN REALTY OF MEDELLIN

"FARM" is a vertically integrated Real Estate development and management company based out of Medellin, Colombia. As your "boots on the ground" resource FARM is committed to bringing investors the best international investment opportunities in turnkey commercial real estate leveraging our powerful niche market in furnished apartment rentals in Colombia.

THE APARTMENT MEDELLIN

"TAM" is the property management company which serves as the platform for our success in achieving premium rents and occupancy rates in the rapidly growing tourism and business travel markets in Colombia.

FIRST AMERICAN REALTY CALI

Patrick Spanfelner, formally of CaliCapital.com is a local real estate expert who has lived in Cali for 3 years and formed a formidable knowledge of the local market through strong local alliances.

His 'boots on the ground' knowledge and contacts have enabled us to locate the most desirable properties in Cali and obtain the best possible resources for purchasing, construction and management of the project.























KEY OPERATIONAL ADVANTAGES

4 DIVISIONS FOR SEAMLESS VERTICAL INTEGRATION

FARM employs a fully vertically integrated business model to retain full control of the investments. This investment will benefit from the following fully-staffed professional-run divisions:

- Investor Relations
- Property research and acquisition
- · Design, construction, furnishing and interior design
- Property management and marketing services

A LOCAL EXPERIENCE

Obtaining local experience by investing into a developing economy can be a challenge for foreign investors. FARM and our partners have been engaging in this process for more than 10 years, establishing local relationships, engaging in local networks and above all, developing a profound understanding for the local business culture.

We are here because we love Colombia and want to help develop it by making it more accessible.

A PROVEN TRACK RECORD OF SUCCESS

Villa del Peñon will be the 11th project of this kind for our track record. All previous projects far exceeded our expectations as we continue to perfect and streamline our short term rental business model.

























ADDITIONAL VALUE

YOUR OWNERSHIP WILL DELIVER THE FOLLOWING VALUE ADDED SERVICES/EXPERTISE

- Locate and negotiate purchase terms of the building with seller (completed)
- Design of the building floor plans and layouts (in progress)
- Oversee the building permitting process as needed
- · Bid out renovation and manage all contractors
- Select the building material finishings and negotiate pricing
- Manage the construction process on a daily basis via our Design and Build Services team at a discounted fee structure
- Oversee the interior design and furnishing stage of the project
- Organize a premium photo shoot once the project is completed
- Set up and design a website for the VILLA DEL PEÑON building to improve rentability
- · Find and train property management, cleaning and maintenance staff

- Organize and set-up of the Villa del Peñon SAS (a Colombian Corporation) in conjunction with Colombian Legal advisors
- Establish a VILLA DEL PEÑON SAS bank account
- Provide investors with monthly accounting statements on the renovation process, operational status and rental income
- Facilitate annual accounting obligations via a Colombian Tax advisor
- Coordinate Legal requirements as needed with a Colombian Legal advisor
- Arrange 3rd party rental website promotion as needed for maximum exposure (such as AirBnB, VRBO, TripAdvisor, Homeaway, etc)
- Offer completely integrated Property Management Services at a 25% discounted rate
- Waive the standard monthly rental Administration Fees for this project























Quick Summary

INVESTMENT HIGHLIGHTS

The VILLA DEL PEÑON investment offers the opportunity to get in on the ground floor in a rapidly expanding market in Cali, Colombia by participating in the ownership of a rental income producing property that will be rented out short term to the tourism and business traveler markets thus generating monthly income while building equity for the investors.

There has never been a better time to purchase in Colombia with the tourism industry booming as the world becomes more educated and more bullish on Colombia and with the exchange rate near a 15 year high thus giving the USD 35% more purchasing power compared to a year ago.

INVESTORS WILL ENJOY THE FOLLOWING BENEFITS:

- Investors will earn preferred 8% annual cash flow once the building is operational
- The projected equity returns to the investor are approximately 21% of the initial investment (plus their 8% dividends)
- The appreciation upsides and rental rate increases over the years that will increase the value of the property have not been quantified and are in addition to the above projections
- Investors will qualify for a Colombian TP7 Investors Visa which they may apply for any time after investing

Investors will reap the benefits of a partnership with First American Realty Medellin, The Apartment Medellin and First American Realty Cali with their proven track record in finding, renovating, bringing to market and renting 11 other similar projects with the same deal structure as VILLA DEL PEÑON.



















INVEST TODAY HOW TO RESERVE YOUR INVESTMENT PARTICIPATION

Investors can take the following steps to lock in their participation in the VILLA DEL PEÑON opportunity:

- 5% reservation deposit (based on the total investment amount) will be required via the FARM PayPal account (payments@farmedellin.com) or by credit card (in the FARM offices) or with cash/transfer from a Colombian bank or brokerage.
- Investors are highly encouraged to set up a Brokerage Account in Colombia and transfer their funds so they are available as needed (we can assist with this).
- Top priority will be given to investors that have cash in Colombia and/or a 5% deposit already in place. In the following days, the detailed Operating Agreement will be presented and investors will have five days to review the package (from the date the package is emailed).
- After receipt of your reservation deposit, a detailed Operating Agreement (Shareholder's Agreement) will be presented and investors will have five days to review the information for final approval.
- The Operating Agreement will detail the complete investor/partnership terms as well as additional items such as voting rights, exit strategies, accounting, taxes, disclosures, investor rental discounts, etc.
- If any investor is not satisfied with the terms of the Operating Agreement, his or her reservation deposit will be fully refunded.
- After the five day review period expires, all deposits will be converted to NON-Refundable, and the investors will have one month to remit their funds to Colombia to complete their investment.
- Details of the funds transfer process will be available shortly so that the financial account set up process can occur in conjunction with the due diligence analysis. If more time is needed this can be arranged on a case by case basis.













