EAST PONCE VILLAGE

PRIME ATLANTA MSA DISTRESSED VALUE-ADD OPPORTUNITY

HOME INVEST
Believe In More

$73.0M	40.2%	$74.7K	Up to 25%	Up to 3.0x
PURCHASE PRICE	APPRAISAL DISCOUNT	COST / UNIT	TARGET IRR	EQUITY MULTIPLE

OPPORTUNITY & BASIS ADVANTAGE

East Ponce Village is a 977-unit, 96.73-acre multifamily asset located at 1310 Wood Bend Dr, Stone Mountain, GA. The property represents an extraordinary distressed value-add opportunity in the booming Atlanta MSA.

- **Massive Embedded Equity:** Prior appraisal was **over $122.0M**. Acquired at **$73.0M**, representing an immediate **40.2% discount ($49.0M+ in equity baseline)**.
- **Extreme Discount to Replacement Cost:** Acquisition cost is just **$74,719 per unit** ($83.74/SF). In comparison, new construction build costs in the Stone Mountain / East Atlanta submarket typically range between **$200,000 to $250,000+ per unit**.
- **Distress Driver:** Capital exhaustion by previous ownership caused artificial vacancy (turns halted, vendor bills unpaid). Organic demand remains aggressive with updated units leasing immediately.

VALUE-ADD & OPERATIONAL STRATEGY

- **Immediate NOI Boost:** Injecting capital to turn vacant units and bring occupancy to market average (projected +$3.2M annual revenue).
- **Proven Unit Renovation Program:** Premium upgrades on 921 classic/mid-tier units deliver **$100–$150+ monthly rent premiums** (+$1.1M+ annual upside).
- **Ancillary Revenue & Upgrades:** Implementing bulk internet, valet trash, pet rent, and copper water main replacement to minimize CapEx/maintenance.
- **Asset Division Optionality:** Property can be divided into 3 distinct phases (Phase I: 298 units, Phase II: 598 units, Phase III: 81 units) for management efficiency and tailored exit strategies.

Tax Efficiency Feature

Investors benefit from up to **100% Year-1 Investment Depreciation** via accelerated cost segregation, significantly offsetting taxable income.

PROPERTY HIGHLIGHTS

Total Units	977 Units
Site Acreage	96.73 Acres (10.10 units/acre)
Rentable Area	871,780 SF (892 SF Avg.)
Unit Mix	55% 2-Bedrooms; 30.3% Villas/Lofts
Total Equity Required	$17.5M

INVESTMENT TIERS & EQUITY SPLITS

TIER	MIN. INVEST	PREF RETURN	SPLIT (LP / GP)
Tier 1	$1,000,000	10%	**80** / **20**
Tier 2	$500,000	8%	**75** / **25**
Tier 3	$100,000	6%	**70** / **30**

REFINANCE STRATEGY & CAPITAL RETURN

- **Year 3 Refinance Target:** Refinance asset at Year 3 to return **100% of initial investor capital** while recapitalizing with long-term debt.
- **100% Equity Retention:** Upon full capital return via refinance, investors **maintain 100% of their equity percentage and preferred split structure** indefinitely.
- **Flexible Hold Horizon:** 3–5 year hold if sold; indefinite hold if 100% of capital is returned at refinance. Cash flow distributions commence Year 3.