



FOR IMMEDIATE RELEASE  
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**Legacy Real Estate Ventures, LLC  
Key Speaker and Moderator at Opal Financial Group's  
Investment Trends Summit: Real Estate Dealmakers Conference**



**SEAN DORIAN MAYER**  
PRINCIPAL AND FOUNDER  
LEGACY REAL ESTATE VENTURES, LLC

**Sean Mayer**, Principal and Founder of **Legacy Real Estate Ventures, LLC**, will be a key speaker and moderator at Opal Financial Group's Conference from August 8-11, 2014 located at The Four Seasons Resort, The Biltmore in Santa Barbara, California. Mr. Mayer was granted the prestigious honor to moderate the discussion of upcoming investment trends in Real Estate for 2014 and his ideas of how to generate alpha in such a difficult environment. His panel will focus on how real estate allocation, with the correct general, can create incredible returns whilst mitigating risk.

Mayer graduated Cum Laude from the University of California San Diego with a Bachelor of Science in Urban Studies and Planning. Shortly thereafter, he graduated with distinction from the University of San Diego where he earned a Master's in Real Estate Science.

# LEGACY REAL ESTATE

V E N T U R E S

Legacy Real Estate Ventures' investment strategy revolves around value add-components that are available within niche markets throughout the United States. They understand the importance of a well-balanced strategy, which allows them to leverage their vast network in order to capitalize on various opportunities that have emerged during this tumultuous economy. They have the ability to identify quality investment opportunities and work with their team to reposition these assets in order to provide quality returns for their clients.

The success of Legacy Real Estate Ventures, LLC is a testament to Mr. Mayer's Venture Capitalistic spirit embodied by his business philosophies. Since the commencement of the investment arm in 2009, Legacy has purchased and disposed of over \$1,750,000,000 of single-family residential assets. Legacy is proud to say that these homes purchased and sold have paved the way for gentrification within these neighborhoods, an increased tax basis for the various cities, and most importantly, Legacy Real Estate Ventures, LLC saved hundreds of families from foreclosure.

Most recently, Legacy Real Estate Ventures, LLC has been nominated as a Finalist for the extremely prestigious Icon Awards BIA (Building Industry Association) Custom Home Builder/Remodeler of the Year award. Additionally, Legacy Real Estate Ventures, LLC is incredibly proud of the esteemed Top 100 Family Office Elite Award, as keeping a Family Office alive for nearly four generations is something Legacy Real Estate Ventures, LLC takes pride in.

Mr. Mayer is an active member in the philanthropic community and participates in the University of San Diego's Real Estate Mentorship Program and helps lead the University of California San Diego Real Estate Alumni Association. He is also involved in numerous charities including Circle of Care Burn Foundation, Alzheimer's Association, and the East Bali Poverty Project located in Indonesia.

He also participated on the council for the San Diego Young Executive Society and was on several HOA boards throughout California. He looks forward to continually advancing opportunities for the next generation to become actively engaged in the community.

## **MARKET NICHE STRATEGY**

Legacy Real Estate Ventures, LLC is poised to take on the opportunistic marketplace that has emerged from the most recent US downturn and tumultuous housing market. We have perfected our acquisition and due-diligence strategy within niche markets throughout the Southern California region in order to become a dominant investment force within these communities.

Likewise, Legacy Real Estate Ventures, LLC has made it a point to be active within the real estate community in order to facilitate a smooth transition into commercial and multi-family development projects. We expect the time horizon for single-family rehabilitation opportunities to last approximately another 24 months, which is why we have deployed several other opportunistic funds focused on our Venture Capitalistic Approach to real estate.

Legacy Real Estate Ventures, LLC has honed its due-diligence process through the use of demographic and statistical analysis to understand very specific and target markets in order to identify value-add opportunities. Our company has created a proven track record of buying distressed assets at significant discounts to true market value in Southern California where strong demographic and homeownership trends are prevalent. Our dedicated team and strict investment criteria have shaped the backbone of the firm and we are ecstatic about the opportunities in the coming years.

## **BARBELL INVESTMENT STRATEGY**

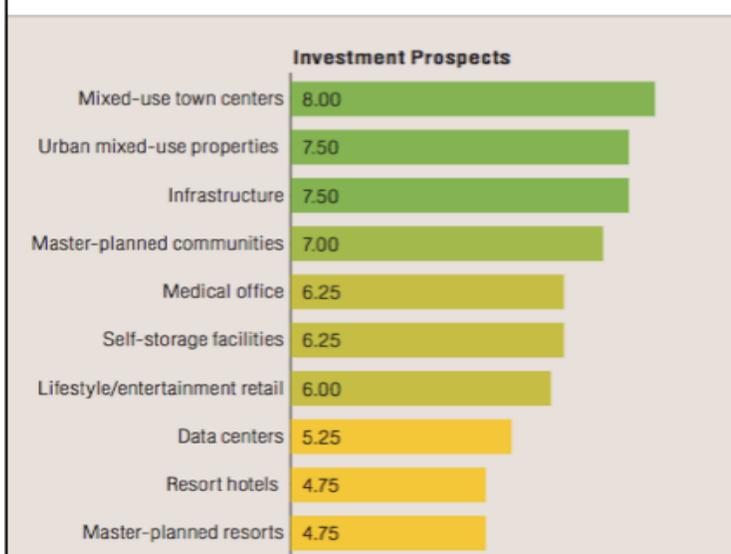
The market selection and asset-type strategy that comprise Legacy Real Estate Ventures, LLC's current portfolio are a function of the "Barbell Strategy." The basis behind the concept of a Barbell Strategy is an approach to blend various asset types within niche markets in order to maximize return while minimizing risk. The concept is similar to the "Modern Portfolio Theory" except this is Legacy Real Estate Ventures, LLC's creation of the concept as it pertains to real estate assets. The first asset is a relatively low-priced affordable home in markets where our proprietary research displays a consistent number of first-time buyers. This group places a heavy emphasis on affordability, which allows Legacy to decrease construction costs, maintain extremely profitable margins, and create a home for a household that is not willing to pay for high-end construction. For investors familiar with San Diego, areas such as Escondido, Santee, Mira Mesa, and Clairemont are prime examples of increasing affordability compared to other regions within the land constrained region.

### U.S. Markets to Watch: Overall Real Estate Prospects

	Investment	Development	Homebuilding
1 San Francisco (1/1/1)	7.21	6.87	6.80
2 New York City (2/2/3)	7.14	6.76	6.42
3 San Jose (3/3/2)	6.89	6.58	6.58
4 Austin (7/4/5)	6.71	6.40	6.26
5 Houston (5/5/6)	6.84	6.36	6.15
6 Boston (4/6/8)	6.85	6.31	6.05
7 Seattle (6/8/7)	6.72	6.16	6.14
8 Washington, DC (12/9/4)	6.43	6.11	6.30
9 Dallas/Fort Worth (10/7/10)	6.47	6.20	5.86
10 Orange County, CA (9/19/9)	6.48	5.57	5.91
11 Raleigh/Durham (15/10/11)	6.27	5.93	5.72
12 Miami (11/11/16)	6.47	5.89	5.44
13 Northern New Jersey (16/12/12)	6.26	5.89	5.65
14 Denver (8/14/15)	6.49	5.77	5.45
15 San Diego (13/17/13)	6.37	5.60	5.61

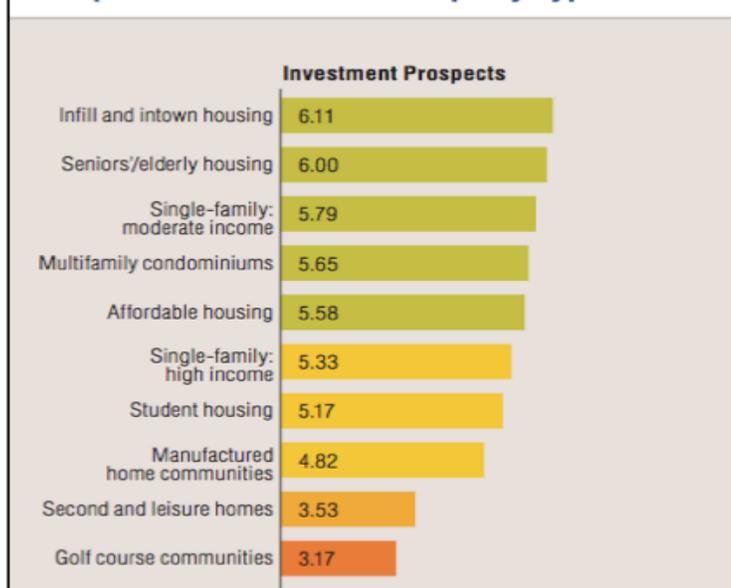
The second asset type consists of higher-priced homes that are located in areas with mature buyers looking to upgrade to a second or third home. The buyers in these markets are more sophisticated which results in a demand for higher quality and a more costly, labor intensive, and design focused end product. Examples of these markets include North Park, Point Loma, Mission Hills, and Hillcrest.

### Prospects for Niche and Multiuse Property Types in 2013



The third asset class is the development arm, which capitalizes on the opportunity to acquire assets at extreme discounts due to liquidation events where land must be sold. Our competition in the space is limited as larger firms cannot compete with our Venture Capitalistic approach due to the significant costs associated, such as G&A, for developments under 50 units. Most recently, Legacy has greatly focused within this component of the portfolio and used our analytical strengths proven throughout the prior downturn to once again succeed within the development arena.

### Prospects for Residential Property Types in 2013



Through the creation of a strong element of diversification within the portfolio, investment assets will be created that have a collectively lower risk than any individual asset. With this type of diversity Legacy Real Estate Ventures, LLC is able to achieve higher returns while focusing in markets in which we have been active in during the past 5 years.

### THE FOUR PILLARS TO SUCCESS

Legacy's experience in development affords us the knowledge of how to engage the community during the preliminary design phases of the project in order to assure that project opposition is kept to a minimum. The success of the project hinges on the reputation of the site, and likewise, the support of the "grass-roots movement" behind the development. Our 4 managerial pillars during the project horizon allow us to control each portion of the development phase with the engagement of key stakeholders at the appropriate times to ensure the momentum of the project does not stall. Our 4 Pillars are:

- **ENGAGE:** Legacy has a multi-level approach to project approval that appeases all stakeholders and likewise gains positive momentum for the project. It is essential to gain the trust of these groups so the project is protected "behind the scenes." This approach focuses on engagement of key stakeholders, public community groups, non-profits, and community businesses.
- **DEFINE:** The backbone of development is to define and understand the community and neighborhood before proposing any plans. Once the character of the community is established, we define the consultation plan and engage both the proponents and opponents of the community. By seeking out opponents of the project early on, we can quantify the problems and forecast exactly what needs to be done to the project.
- **DEVELOP:** The construction process allows total control over each aspect of the development phase. The systematic process allows for checks and balances throughout the development of the project. Our depth of knowledge in the development arena offers 75 years of experience, 5,000 newly built single-family residents, and 6,000 condominium units. Construction management and forecasting is the most important measure in the preliminary phases of the development as it allows us to value engineer the project in the most efficient manner.
- **MARKET:** Legacy focuses on the relationships within the team to execute on the sales, leasing, and marketing strategy for the new development. These team members are chosen at the inception of the project in order for a cohesive team to work through and understand the development from the initial phases and design review.

### URBAN INFILL FOCUS

The future of successful development within the United States will be a harmonious blend between residential, commercial, cultural, institutional, and industrial uses. San Diego ranked 4<sup>th</sup> in California and 15<sup>th</sup> in the nation in regards to positive investment growth, infill opportunities, and new housing opportunities. These aforementioned numerical values signal strong economic confidence that a sustainable recovery is present in the San Diego region.

Urban Infill is a response to a generational shift of individuals returning to central urban areas. Although there will always be demand for suburban living, municipal officials are beginning to understand that there are significant sociological trend emerging that is driving individuals into the inner core of cities causing massive amounts of gentrification, and likewise incredible potential for strategic developers.

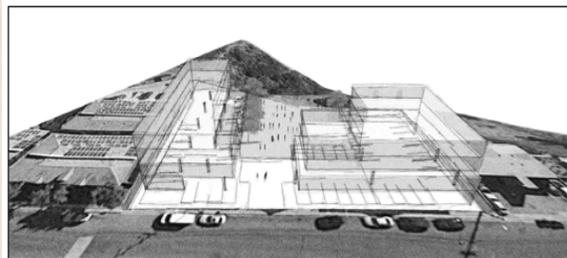
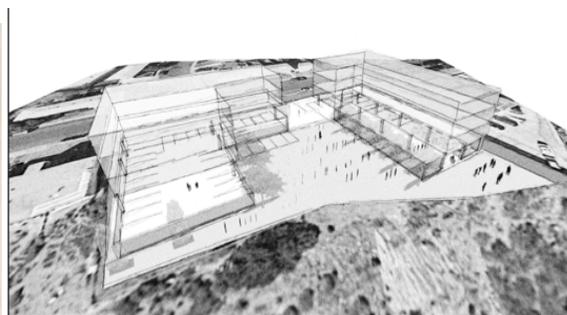
Legacy Real Estate Ventures, LLC urban infill strategies have performed incredibly well since its inception. Our focus on demographic, population, and various proprietary analytical techniques are unparalleled within the industry. Legacy focuses on decreasing the “load factor” involved with the costs of real estate investing by controlling all factors involved in the investment process including asset acquisition, construction management, asset management, private finance, and disposition of various investments.



# LEGACY REAL ESTATE

## V E N T U R E S

A case study of 3 of our current projects displays how essential it is to work with cities willing to move forward with gentrification and increase density within certain corridors. All sites were poorly managed which allowed us to move quickly during the acquisition process, and with our understanding of the underlying impact zones, we were able to develop in a proprietary fashion that greatly expedited the approval process.



Young professionals, students, families, and empty nesters are rediscovering the benefits of living in central urban locations such as convenience, time saving, and community. The project unit mix will cater to the aforementioned individuals in the age range of 25-45. The communities we chose to develop in have a strong rental market with low vacancy rates and low turnover. Projects similar to the ones mentioned would be ideal for other real estate investment firms as well.

### **MISSION STATEMENT**

Legacy Real Estate Ventures, LLC's goal is to invest funds into profitable real estate investments located in California, Nevada, and Hawaii. Ideal properties will have a physical, managerial, or economic deficiency, which allows our team to focus our efforts on either a structured buyout of the General Partner position, joint venture with the current owners, or complete purchase of the property at a discounted value. Legacy Real Estate Ventures, LLC believes within large cyclical and catastrophic events, the following "regrouping" of wealth allows for cycles within real estate cycles to be born. Legacy Real Estate Ventures, LLC focuses on these niche real estate spaces by creating liquidity for third parties for rather illiquid assets. The current "mini-cycle" has allowed for profitability within the building sector for partially improved, entitled, or physically dilapidated single family and multi-family assets. By following our defined risk parameters set forth in our Barbell Strategy, we can capitalize on our strategy in these tumultuous markets. Legacy Real Estate Ventures, LLC is truly a Venture Capital Real Estate Family Office. We take pride in our reputation and ability to execute on strategies that are relatively new and innovate within the marketplace.