



A Residential Renovations Company

**Putting Your Money
To Work For You**

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Who Are We?

Set 2 Rise Properties is a family business that buys and sells properties throughout the Greater Vancouver area. We specialize in buying distressed homes at a significant discount, and renovate and resell them to retail home buyers and landlords. Founded in 2012 by Irene, Oriana, and Emma, Set 2 Rise Properties strives to improve individual residences and thereby, contribute to the rejuvenation of neighbourhoods.

Facts About Set 2 Rise Properties

- Family-run real estate renovations company in Greater Vancouver, BC.
- Focused on providing solutions for clients and value for investors by locating and renovating distressed properties.
- Our goal is to provide the absolute highest level of service to our clients.

Since its inception, Set 2 Rise Properties has pursued the goal of helping people in our community find an answer to their real estate needs. We have developed a solid foundation of real estate knowledge, with the integrity to follow up on promises and make successful deals happen.



Who Are We?

THE STORY OF SET 2 RISE PROPERTIES

United in their passion for real estate, Irene, Oriana and Emma followed an opportunity to start a business together. Although they have had various life experiences in other fields – Irene as a kindergarten teacher, Oriana as a sound designer for video games, and Emma as a visual artist – they all saw the value of real estate investing. Their family has had personal successes in the past with real estate, so it seemed like a natural step and one that they could all take together.

They have invested in their education with experts at the top of this field and surrounded themselves with other successful business men and women, in order to better serve their clients. Whether it is to create beautiful homes or to help sellers find solutions, they are up for the challenge.

Oriana, Irene, and Emma Cope

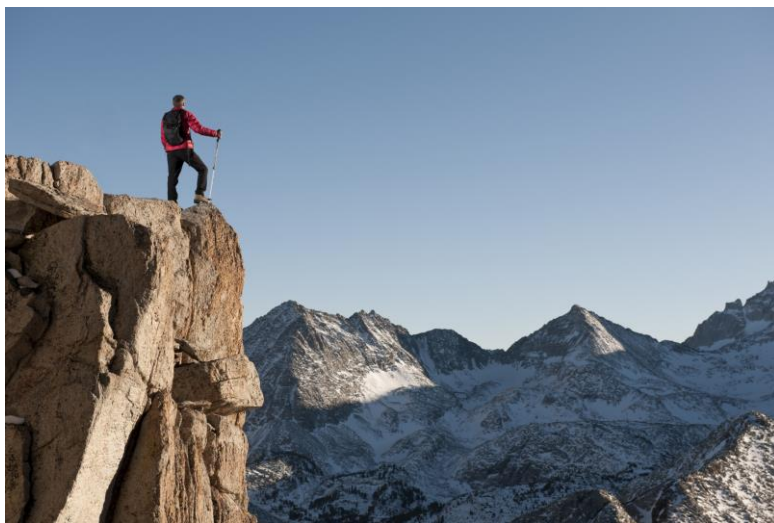


“We’re highly motivated, knowledgeable, ethical, and qualified to handle any real estate transaction. We are committed to helping people with their real estate needs and making successful deals happen.”

Our Mission Statement

Set 2 Rise Properties is a family-run business dedicated to improving not only homes, but people's lives. With each situation we strive to achieve win-win solutions. We are passionate about making a difference by providing quality renovations for families. It's our goal to inspire, motivate, and create positive change in everyone we encounter.

Respect
Integrity
Communicate
Educate
Inspire



Company Credentials

CERTIFICATIONS:

Irene – B.A. Honours in German & Russian, B.ED.

Oriana – B.A. in Music, Diploma in Sound Design

Emma – B.A. in Visual Arts, Completed Real Estate Trading Services Course

REAL ESTATE KNOWLEDGE & EXPERIENCE:

We have invested a great deal of time, energy and capital into our real estate education, having joined top real estate investing education programs, FortuneBuilders Mastery and Scott McGillivray's Keyspire. Beyond the principles of sound investing, we were trained on how to build a successful business based on systems and predictability. Having completed thousands of real estate deals, FortuneBuilders and Keyspire coaches and systems have allowed us to strategically invest in real estate, grow and expand our business, and they are available for us to leverage when analyzing our real estate deals.



Company Business Model

OVERALL INVESTMENT APPROACH

Our overall investment strategy and specialty is to purchase distressed properties at a significant discount – usually 20% to 30% below market value, and renovate and sell those properties to retail homebuyers and landlords.

At Set 2 Rise Properties, we pride ourselves on having a strong foundation of real estate knowledge and training. Our focus is on providing SOLUTIONS for our clients and finding VALUE for our investors by locating ugly homes that need upgrading and putting them back on the market after renovations.

Our Business Strategy

- We purchase distressed residential properties 20%-30% below current market value
- We purchase, renovate and sell these properties to retail buyers and landlords

We Follow A Strict Due Diligence Process

We have a systematic and disciplined approach when purchasing investment properties, putting each potential investment through a strict due diligence process. This rigorous set of criteria includes, but is not limited to, the following:

- Comparable property analysis and examination
- An economic study of the neighbourhood, city planning and development
- Demographics of area, marketability, and growth potential
- Proximity to amenities and public transportation
- Overall condition of the property, including: heating, plumbing, electrical, roof and structural condition
- Cash flow analysis of the property and potential for rent

Company Business Model

SET 2 RISE PROPERTIES VS. TRADITIONAL BUYER

Here are just a few benefits sellers have of working with Set 2 Rise Properties to sell a home:

- ✓ **CASH OFFER**
- ✓ **NO COMMISSION**
- ✓ **QUICK CLOSE**
- ✓ **PAY NO CLOSING COSTS**
- ✓ **WE BUY THE HOUSE "AS IS"**
- ✓ **NO APPRAISAL**
- ✓ **NO LENDING RESTRICTIONS**



Most homeowners have no idea what options are available to them beyond listing a house with a Realtor or trying to sell the house on their own and just hoping for the best. We provide a unique alternative. When we work directly with a home seller, what we provide can not only make for a smooth transaction, but it can also add up to thousands of dollars in savings as compared to selling a home through traditional means.

How Do We Compare to a Traditional Buyer?

	Traditional Buyer	Set 2 Rise Properties
Method of Payment	Bank Financing	CASH
Repairs	1-8% of Homes Value	None (Sold AS-IS)
Closing Timeframe	45+ Days	14-21 Days
Commissions	3-6% of Sale Price	None
Seller Paid Closing Costs	1-6% of the Purchase Price	Zero
Appraisal	Mandatory	None
Length of Time on Market	60 Days on the Market	0 Days

Company Business Model

INVESTMENT BUYING CRITERIA

Our goal is to buy distressed homes in stable areas where there is a strong buying demand. Part of our grand vision is to improve the overall quality of living in both urban and suburban neighborhoods. Our company builds value by rehabilitating properties that are in significant need of repairs. We are able to target distressed properties and breathe new life back into them by renovating and improving the condition of the property. By doing so, we are able to create beautiful homes and encourage home ownership.

Types of Properties We Target

- Distressed properties in significant need of repairs
- Properties where sellers need to sell quickly
- Properties owned free and clear

Not every opportunity is a “good deal”, and we have built our company on a stable foundation of knowing our numbers. If the numbers don’t make sense to us, they certainly won’t make sense to our investors. Our goal is to be in business for many years and brand a successful company that has a good reputation, which cannot be accomplished by taking uncalculated risks.



Private Lending

WHAT IS PRIVATE LENDING?

Private lending is a private money loan that is given to a real estate investor, secured by real estate. Private money investors are given a first or second mortgage that secures their legal interest in the property and secures their investment. When we have isolated a home that is well under market value, we give our private lenders an opportunity to fund the purchase and rehab of the home. Through that process, the lender can yield extremely high interest rates – 4 or 5 times the rates you can get on bank GIC's and other traditional investment plans.

Sources of Private Money

- Cash
- Self-Directed RRSP or RESP
- Home Equity Line of Credit
- Personal & Business Lines of Credit
- Tax-Free Savings Accounts
- Liquidated Securities & Investments

Essentially, private money lending is your opportunity to become the bank, reaping the profits just like a bank would. It's a great way to generate cash flow and produce a predictable income stream – while at the same time, provide excellent security and safety for your principal investment. You can do what the banks have been doing for years ... make a profitable return on investments backed by real estate. There is no other investment vehicle like it.

Through private money lending, you have the opportunity to become the bank

HOW THE PROCESS WORKS

The process is simple. We find an undervalued property we want to purchase - and once you give us the green light, we borrow the funds from you to purchase and renovate the property. At closing, you receive a mortgage on the home along with other important documents. The next stage is the property renovation. Once the renovations are complete (typically 3-6 months depending on the size of the project), we'll list and sell the property. At closing, you'll receive your principal plus interest payment. It's just that simple! The goal is to keep turning that money for you and keep you making substantial profits so that you keep coming back to us and in this way, we build a long-term mutually beneficial relationship.

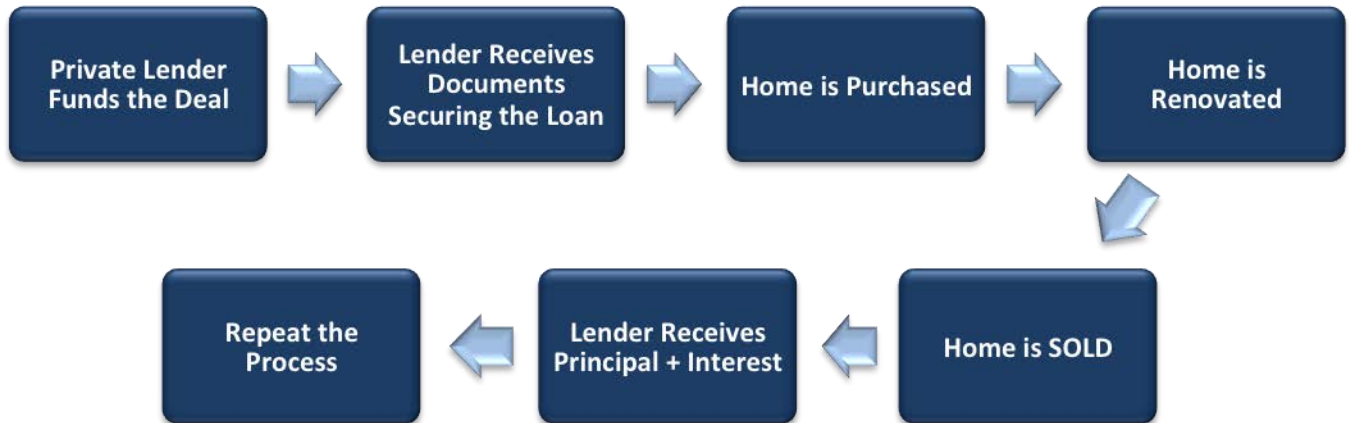
Typical Hold Time:

Rehab Flip: 3-6 months

Wholesale Flip: 3 -30 days

Private Lending

OVERVIEW OF THE PRIVATE LENDING PROCESS



Private Lending

INVESTMENT DEAL SCENARIO

Here's what the numbers would look like on a typical renovation project, with a 6-month hold (including rehab & re-sell time) with a private lender and an interest rate of 10%:

Purchase Price:	\$ 590,000
Repair Cost:	\$ 95,000
Total Invested: <i>(6-Month Hold)</i>	\$ 685,000
<u>Sales Price:</u>	<u>\$ 875,000</u>

Lender Potential Return on Investment

(6 months @ 10% per annum) = **\$ 34,250**

HOW YOU BENEFIT FROM PRIVATE LENDING

You, as the private money lender can benefit greatly from investing your capital this way. A real estate mortgage provides you with security instruments you would not get with other investments. You also have added layers of protection because of how we buy, and because you have recourse available to you in case we were to default on the loan.



It's a win-win opportunity for both the lender and borrower

What's in it for you?

- Investment secured by real estate
- High returns on your money
- A predictable income stream
- No management costs

Private Lending

Equity is built into the purchase of the home, when we buy 20%-30% below a retail buyer. Also, in a typical transaction, we cut out the middleman cost, such as: commissions, mortgage broker fees, and loan fees.



In addition, each property we acquire is put through a rigorous evaluation process in order to assess the profitability before the property is ever purchased. Integrity is an essential part of our business. Due to our buying strategy, we are able to offer our end-buyers a fully renovated home at or below market value. We will not hesitate to walk away from properties that do not meet our specific buying criteria.

RISKS V.S. REWARDS

Sitting in Bank	Real Estate Private Lending
\$100,000 x 1% interest	\$100,000 x 10% interest
12 Month Term = \$1,000 ROI	12 Month Term = \$10,000 ROI
	<i>*Backed by Real Estate</i>

*You are making a 10x greater return
on your money!*

Stock Market	Real Estate Private Lending
Completely Unsecured	Secured by Mortgage
Completely Uninsured	Collateral is Fully Insured
Invest at Market Price	Collateralized Below Market Value
Returns Are Unknown	Returns Are Fixed and Term is Agreed Upon
	Tangible Asset

Private Lending

WE PROTECT OUR LENDERS

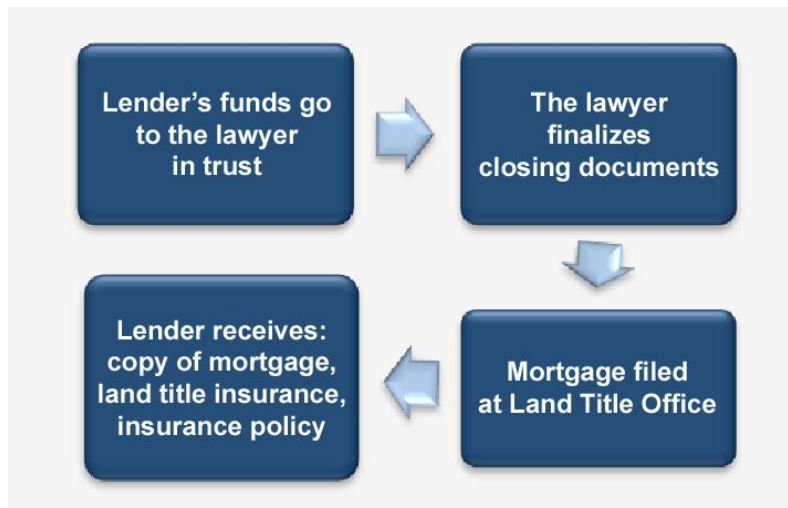
You are provided with these documents to secure your investment capital:

Mortgage: This is the document that is recorded at the Land Title Office to publicly secure your investment against the real property that we are providing as collateral.

Title Insurance: This type of insurance protects your investment against a possible defect in the title.

Insurance Policy: This is where you as the private lender would be listed as the “Mortgagee” for your protection in case of fire, natural disaster, etc. In the event of any damage to the property, insurance distributions would be used to rebuild or repair the property, or used to repay you.

Overview of the Closing Process



If you have any interest in this opportunity, please contact the office by phone at 604-553-3669 or send me an email:

Irene Cope: irenecope1@gmail.com

Property Showcase

SET 2 RISE PROPERTIES RENOVATION EXAMPLES

Before



After



Frequently Asked Questions

HOW IS THE PRIVATE LENDING MONEY USED?

It is used on a home purchase requiring renovations. The loan will be allocated to the purchase price, renovations, carrying costs, cost to resell, and also a small buffer for unexpected expenses.

HOW CAN YOU AFFORD TO PAY SUCH HIGH RETURNS?

We make our money on the purchase. We are able to pay high returns because it allows us to purchase a property 20%-30% below a retail purchaser. That instantly creates thousands of dollars in equity.

WHAT IF THE MARKET GETS WORSE AND VALUES GO DOWN?

This is a great question and valid concern. Our primary goal is to purchase a distressed property and to complete the renovation in 3-6 months and get it sold within 8 months. The market doesn't tend to shift that dramatically in a matter of months – it's typically a longer process for an area to decline.

HOW LONG WILL MY FUNDS BE HELD?

The majority of our loans are set up for a 6-12 month term, but it depends on the size of the project.

WHEN WILL I RECEIVE PAYMENTS?

Typically, we pay one large lump sum at closing on a short-term loan. This is much easier to manage for both of us, especially if we're working out of a retirement account. On a longer term, we will pay monthly, just like a typical mortgage.

DOES REVENUE CANADA PERMIT THE USE OF RETIREMENT ACCOUNTS IN THIS MANNER?

Yes, there are established tax guidelines, and it is completely legal. However, we always recommend the services of a trustee to invest retirement funds tax deferred or tax-free.

WHAT KIND OF INSURANCE POLICY DO YOU GET ON THE HOME?

If we purchase a renovation, we purchase a builders risk policy (Vacant Dwelling Policy).

IF YOU DEFAULT ON THE LOAN, HOW DO I ACQUIRE THE PROPERTY?

In this unlikely scenario, we would simply transfer ownership of the property to you. If for any reason we did not (or could not), then you have all the legal rights of a secured lender. The best way to legally protect your interest in case of a default would be to hire a lawyer. They normally would seek to get your investment back, any unpaid interest, any collection costs, all your lawyer fees and maybe even more. A legal representative could advise you if it makes sense to foreclose or to seek ownership to the property to protect or recoup your investment.