



DataDriven Equity focuses on value-add development properties in growing markets across the United States. We help investors achieve steady passive income, strong asset appreciation, and tax benefits with reduced risk.

## WHY INVEST IN MULTIFAMILY REAL ESTATE

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- » **Higher Risk-Adjusted Returns** – Multifamily real estate returns are generally 5-10% greater than stock market returns, with much less volatility.
- » **Passive Income** – Consistent cash flow is a key benefit of multifamily investing, without the challenges that go along with self-managing properties. Investors receive monthly reports and financial statements on asset's performance.
- » **Rising Demand** – Housing is an essential asset; every person needs a home. With today's rising interest rates, more people are dropping out of purchasing homes and shifting towards rent. Housing will always be in demand.
- » **Portfolio Diversification** – Investing in multiple asset classes diversifies your risk. Multifamily real estate is a great complement to those heavily invested in the market, as real estate has a low correlation with stocks. Multifamily properties also reduce risk due to their scale compared to smaller single family home investments.
- » **Significant Tax Benefits** – Due to the specialize tax treatment of real estate depreciation and cost segregation, investors can significantly reduce their taxes. Real estate investors can benefit in ways other asset classes cannot.

## INVESTMENT STRATEGY

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- » We develop and acquire Class A and B multifamily assets in stable, landlord-friendly markets with strong employment and population growth. We target properties with between 100+ units, produce cash flow, and offer operational and renovation value-add potential.
- » We look for opportunities to increase net operating income (NOI) by increasing occupancy, matching market rents, adding amenities, reducing expenses, renovating our properties and much more. We partner with experienced property managers and construction teams to increase the value of the properties throughout the lifecycle of the investment.
- » Each deal is underwritten extensively to ensure it meets our stringent requirements and can withstand the worst possible market conditions. We target opportunities that offer a minimum projected return of 2X over a 3-5+ year hold period, annual cash-on-cash return of 6-8%+, and 15-18% IRR.