

JIM SHEILS

**PASSIVE INCOME,
ACTIVE FREEDOM**

Entrepreneur



FASTCOMPANY



INFLUENCIVE



FOX



Inc.



Southern
Impression
Homes



JIM & JAMIE SHEILS

PASSIVE INCOME, ACTIVE FREEDOM

Leverage Build-to-Rent Real Estate to Buy Back Your Time and Create a Legendary Family Life

Entrepreneur



FAST@MPANY



INFLUENCIVE

Forbes



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Disclaimer

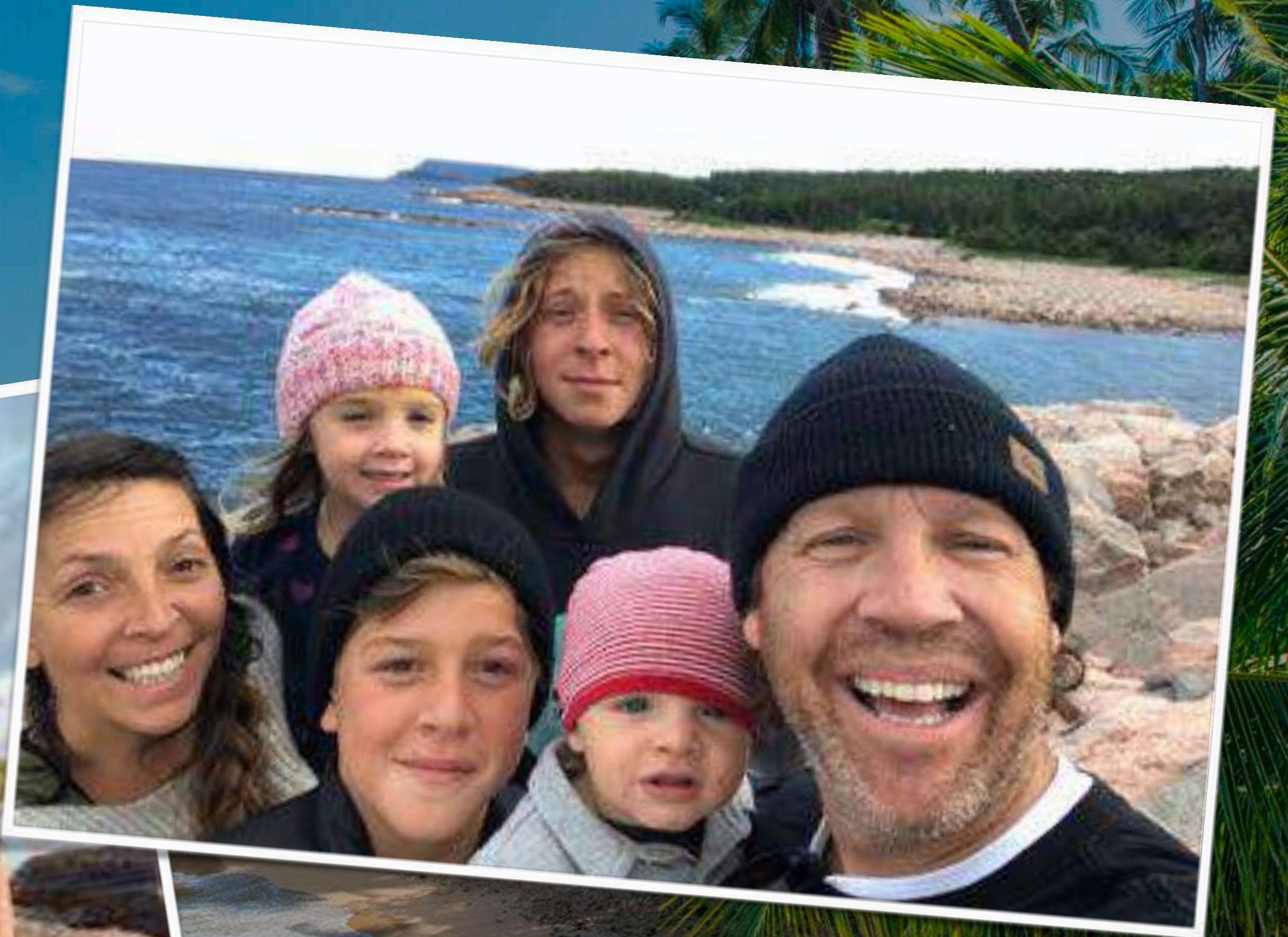
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ADVENTURE



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

You can live your "someday" TODAY

when you have income-producing real estate



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PASSIVE INCOME PLAYBOOK



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PASSIVE INCOME PLAYBOOK

18
Summers



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK



**Creating a “Legendary Family Life”
is my #1 focus**



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PASSIVE INCOME PLAYBOOK

My Dad had a Dream





Gave Dad a Kidney



JIM & JAMIE SHEILS
PASSIVE INCOME **PLAYBOOK**

Growing our family...



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

Service & Contribution



Our Promise

Over 20 years of passive income experience and \$750M will show you can build a passive income, active lifestyle for you and your family.

How did we get to over \$40,000 per month in passive income from investments?



"I do not take constructive criticism from people who have never constructed anything."

Eric Thomas





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January 16, 2023

Dear Sir or Ma'am,

My name is Ashley Trimboli and I have been the tax accountant & CFO for James & Jamie Sheils for over 5 years. Over the last 12+ months, they have achieved \$40,000+ in passive income monthly and specifically, December 2022 finished with \$42,692.35.

If there is any additional information we can provide, please let us know.

Thank you

Sincerely,

Ashley T. Trimboli, E.A.

cc: James & Jamie Sheils

Dear Sir or Ma'am,

My name is Ashley Trimboli and I have been the tax accountant & CFO for James & Jamie Sheils for over 5 years. Over the last 12+ months, they have achieved **\$40,000+ in passive income monthly** and specifically, December 2022 finished with **\$42,692.35**.

If there is any additional information we can provide, please let us know.





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20 years and thousands of units later... **The Sweet Spot**

SINGLE FAMILY



DUPLEX



QUAD





OUR NUMBERS

\$637M

ASSETS UNDER MANAGEMENT

— AT —
SOUTHSIDE



PASSIVE INCOME **PLAYBOOK**

OUR NUMBERS

\$44M+

ANNUAL RECURRING REVENUE



OUR NUMBERS

\$158M

EQUITY FOR OUR INVESTORS



at
Parke
— AT —
SOUTHSIDE



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

OUR NUMBERS

850+

CURRENT INVESTORS



PASSIVE INCOME PLAYBOOK

OUR NUMBERS

7500+
UNITS DEVELOPED



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PASSIVE INCOME PLAYBOOK

OUR NUMBERS

82000+
RESIDENTS HOUSED



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PASSIVE INCOME PLAYBOOK

OUR NUMBERS

170+
EMPLOYEES



OUR NUMBERS

\$182M

PROPERTY SALES LAST YEAR



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PASSIVE INCOME **PLAYBOOK**

OUR NUMBERS

375K
FAMILIES IMPACTED



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PASSIVE INCOME PLAYBOOK

Recently acquired by Brightland Homes

Parent company Sumitomo Forestry

- Brightland is the 29th largest home builder in the country
- Sumitomo was founded in Japan in 1691 as mining company with environmentally conscious approach
- Builds 17,000+ homes annually worldwide

Brightland
HOMES

A Best-in-Class, Stylish Home
You Will be Proud to Own

For more than 30 years, Gehan Homes has been building beautiful homes at





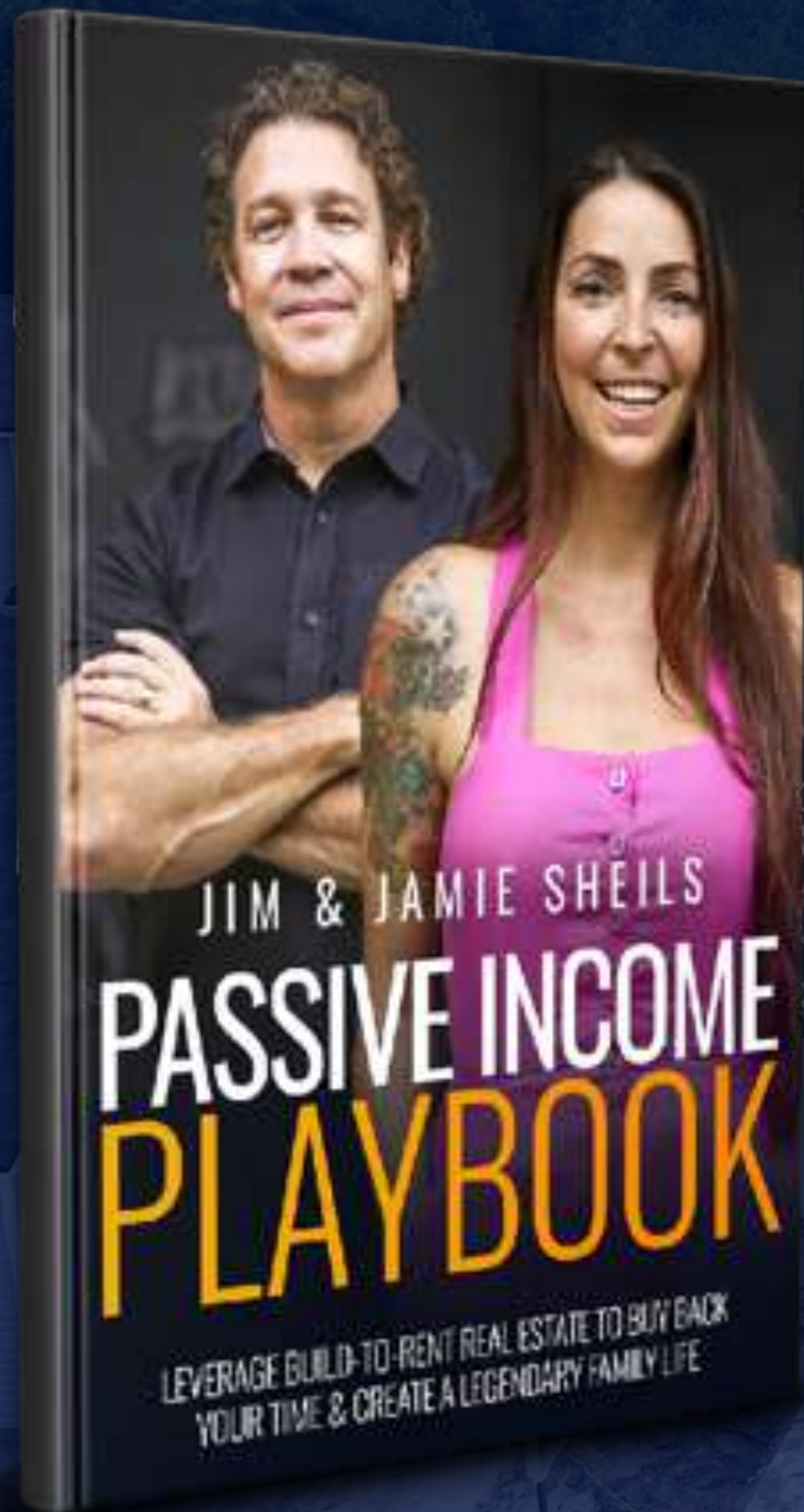
What does this mean for you?

- **Better Deals in Pricing & Quality**
- **Better Service**
- **Better Future**

Same client focus and spirit!



Jim & Jamie's Passive Income Playbook



1. Deals must pass the Passive Income Principles & Success Indicators

2. Invest in 3-5 Properties

3. Every 3-5 Years, Roll Equity into New Deals

4. Refinance and Let Your Tenants Pay for Your Lifestyle, Tax-Free

5. Follow the Legendary Family Life Blueprint

JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

10 Build-to-Rent Passive Income Principles



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

Invest for the long term

1



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK



Playbook

JIM & JAMIE'S

10 BUILD-TO-RENT INVESTMENT PRINCIPLES

**Real estate makes money at
least 5 different ways**



2



JIM & JAMIE SHEILS
PASSIVE INCOME **PLAYBOOK**

Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

Invest in good areas and good neighborhoods

3



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

Avoid “Fixer Upper” rentals

4



JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK

Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

**Let experts manage
your properties**

5



**JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK**



Playbook

JIM & JAMIE'S

10 BUILD-TO-RENT INVESTMENT PRINCIPLES

**Rental properties are for
cash flow not charity**

6



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PASSIVE INCOME **PLAYBOOK**



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Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

Invest in “Landlord Friendly” states

7



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PASSIVE INCOME PLAYBOOK



Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

**Plug into a support team;
don't create a low-paying job
for yourself**

8



PASSIVE INCOME PLAYBOOK

Playbook

JIM & JAMIE'S

10 BUILD-TO-RENT INVESTMENT PRINCIPLES

**Only buy from built-to-rent
companies with a profitable
track record**

9



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PASSIVE INCOME **PLAYBOOK**



Playbook

**JIM & JAMIE'S
10 BUILD-TO-RENT INVESTMENT PRINCIPLES**

Never stop learning

10



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**Now is the
best time to
get your
kids in the
money
game**

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**JIM & JAMIE SHEILS
PASSIVE INCOME PLAYBOOK**

The 5 Predictable Passive Income Success Indicators



Economic Growth

Population Growth

Affordability

Desirability

Supply/Demand



Economic Growth

“Soon, there will be **1B more people on this planet - 100 Million** of those in the US alone, and they’ll require shelter.

You can choose to be a part of the supply chain that eventually becomes shelter for an individual or family.

Sometimes it isn’t more complicated than that.”

- **Brian Beaulieu, ITR Economics,**
Author of the Prosperity In The Age Of Decline





Population Growth

**Between Jan 2012 and June 2021,
12.3M American households formed,
but only 7M homes were built**



Affordability

Salt Lake, UT

Median Home Value **\$581,879**

Median Household Income **\$60,676**

Average Rent **\$1,478**

Cape Coral, FL

Median Home Value **\$339,808**

Median Household Income **\$61,599**

Average Rent **\$1,691**



Affordability

Boise, Idaho

Median Home Value **\$538,800**

Median Household Income **\$60,035**

Average Rent **\$1,554**

Jacksonville, FL

Median Home Value **\$299,970**

Median Household Income **\$56,975**

Average Rent **\$1,794**



Desirability



FLORIDA

Jacksonville

Palm Coast

Ocala

Citrus Springs

Inverness

Fort Myers

Englewood

Punta Gorda

Port Charlotte

Lehigh Acres

Cape Coral



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Supply/Demand

On top of the shortage of new-builds, the number of new homes under 1,400 sq. ft. has steadily declined since 2008, resulting in less than 10% of new builds

Low Inventories: A Fundamental in Our Favor

Sources: US Census Bureau,
National Association of Realtors

US Single-Unit Housing Starts to US Existing Home Inventory
12/12 Rate-of-Change to 12MMA Data Trend in Millions of Units



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Florida has all of them!



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What about hurricanes?



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PASSIVE INCOME **PLAYBOOK**

Built on higher ground
Stronger structural designs & materials
Most properties built 5+ miles inland



Only 4 of 278 projects needed insurance claims (more than \$5k in damage) and NO FLOODING during last major hurricane



A man in a dark shirt is speaking to a blurred audience. The background is dark, and the audience members are out of focus.

Who is a “typical” investor and how do we make them money?

We provide all of these for you



“They work for you.”

Experienced team and 300 year old company.



CASE STUDY

Tom Tousignant

- **Former Air Force**
- **Mortgage company**
- **Retired with help from our rentals**
- **Last investment paid for his new airplane**
- **Family and kidney donation success**



PASSIVE INCOME PLAYBOOK

CASE STUDY

Tom Tousignant

Typical deal: Duplex, Nomad St. Punta Gorda



Purchased Duplex: \$314,900

New pricing: \$519,900

Original rents: \$2,400

Current rents: \$3,490

Initial Investment: \$88,172

CASE STUDY

Tom Tousignant

Portfolio Breakdown (partial)

DUPLEX: Poplin St, Englewood | Aug 2019

Purchase Price: \$279,900
Current Price: \$504,900
Original Rents: \$1,200/unit
Current Rents: \$1,745/unit
Initial Investment: **\$78,372**

DUPLEX: Pony Express, Palm Coast | Nov 2020

Purchase Price: \$309,900
Current Price: \$569,900
Original Rents: \$1,350/unit
Current Rents: \$1,725/unit
Initial Investment: **\$86,772**

SFR: Loris Ln, Jacksonville | Aug 2019

Purchase Price: \$196,795
Current Price: \$339,900
Original Rents: \$1,625/unit
Current Rents: \$1,945/unit
Initial Investment: **\$45,263**

SFR: Stuart Ave, Jacksonville | Sep 2018

Purchase Price: \$166,900
Current Price: \$299,900
Original Rents: \$1,395/unit
Current Rents: \$1,695/unit
Initial Investment: **\$38,387**



CASE STUDY

Tom Tousignant

"I just want boring stuff that doesn't take up my time. New construction has been really good and didn't create a second job for me. And that's as important as the financial returns.

It's a really exciting, boring investment!"

Equity increase

\$1M+ in 4Y

Est. monthly cash flow

\$11,400



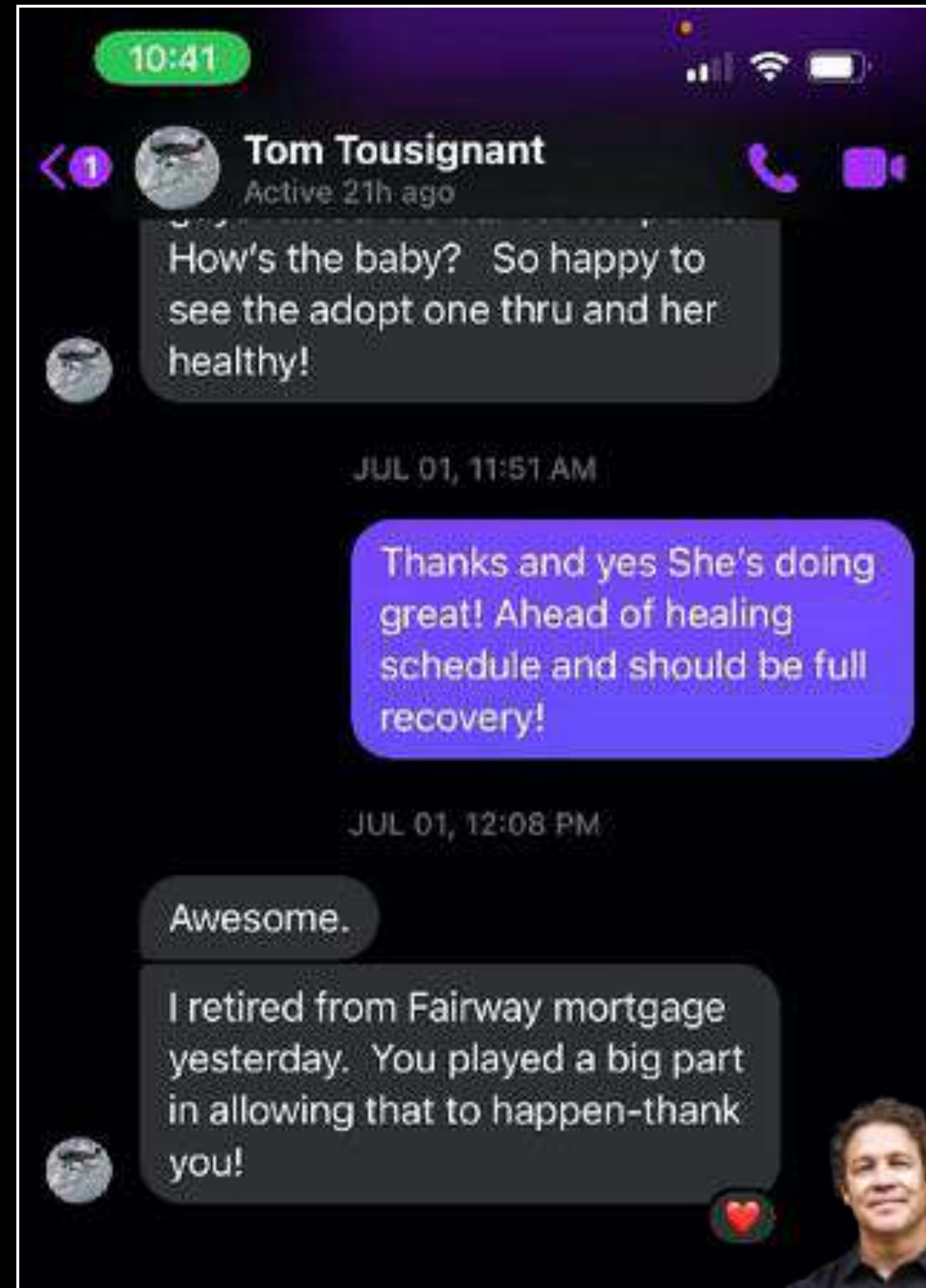
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CASE STUDY

Tom Tousignant



Tom in his new private plane financed by his rental properties



CASE STUDY

Dr. Amina Goodwin

**“Don’t hesitate, jump in.
You just need to start.”**

**Became an internal medicine and
infectious disease doctor in NYC**

Wanted to supplement her income



PASSIVE INCOME PLAYBOOK

CASE STUDY

Dr. Amina Goodwin

Portfolio Breakdown (partial)

SFR: SW 22nd Ct Rd, Ocala | Dec 2020

Purchase Price: \$179,900
Current Price: \$324,900
Rents Marketed: \$1,450/unit
Current Rents: \$1,925/unit
Initial Investment: \$65,987

QUAD: Pine Track, Ocala | June 2021

Purchase Price: \$419,900
Current Price: \$689,900
Rents Marketed: \$3,500-\$3,900/unit
Current Rents: \$4,780-\$5,300/unit
Initial Investment: \$113,373

DUPLEX: Uniberry, Palm Coast | Feb 2020

Purchase Price: \$286,900
Current Price: \$509,900
Rents Marketed: \$1,200-\$1,300/unit
Current Rents: \$1,545-\$1,645/unit
Initial Investment: \$80,332



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CASE STUDY

Dr. Amina Goodwin

\$5,575

Estimated monthly cash flow



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CASE STUDY

Dr. Amina Goodwin

\$738K

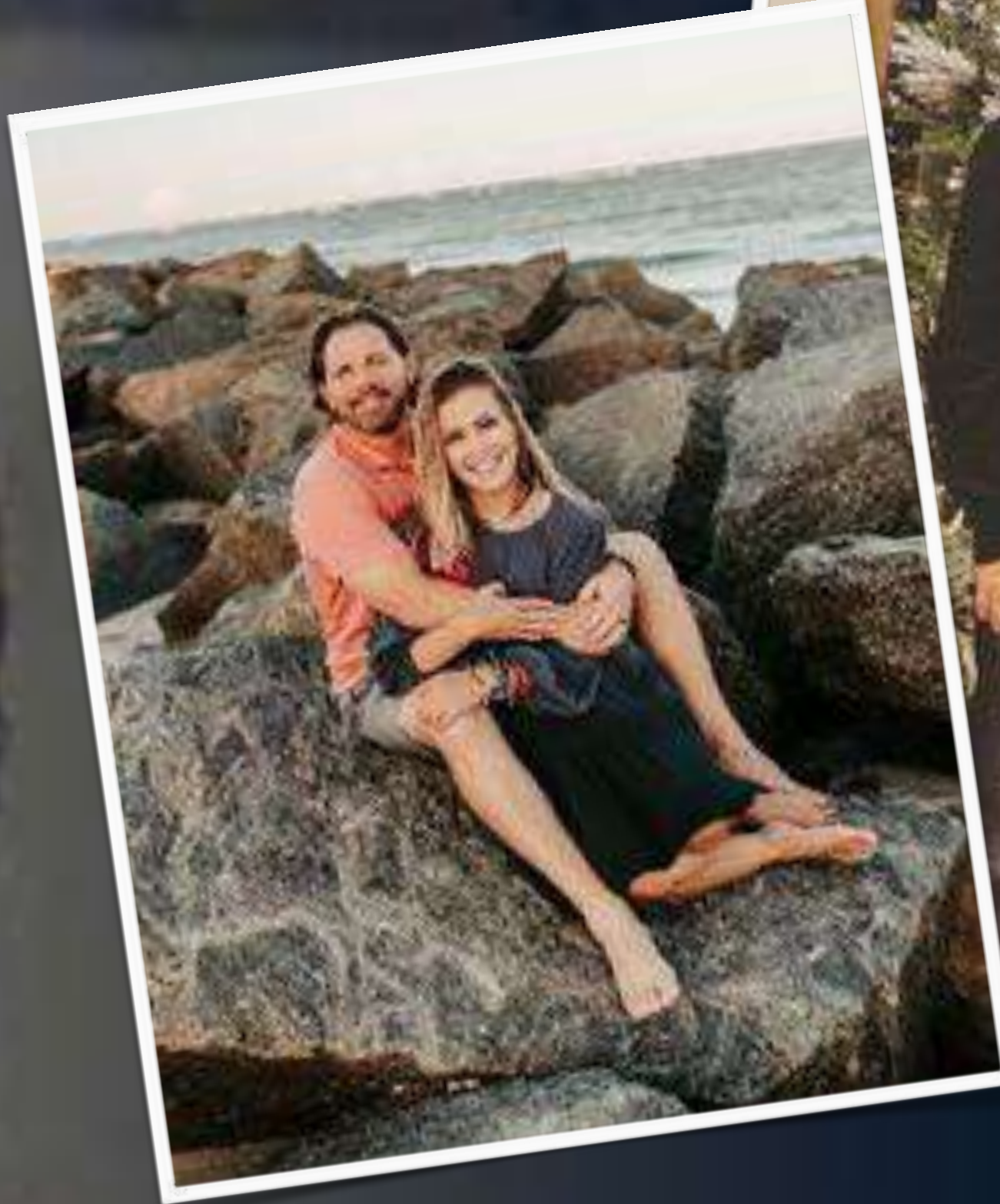
Equity increase in 3 years



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CASE STUDY

Adam Hamilton



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CASE STUDY

Adam Hamilton

Portfolio Breakdown (partial)

SFR: 8772 Kaye Lane, Jacksonville | Jan 2021

Purchase Price: \$194,483
Current Price: \$349,900
Original Rents: \$1450-\$1550
Current Rents: \$1895-\$1995
Initial Investment: \$44,731

Triplex: 8526 Juniper Rd, Ocala | Dec 2019

Purchase Price: \$254,000
Current Price: \$459,900
Original Rents: \$2475-\$2775
Current Rents: \$3275-\$3575
Initial Investment: \$55,880

Duplex: 203 Ullian Trail, Palm Coast | Dec 2020

Purchase Price: \$309,900
Current Price: \$569,900
Original Rents: \$2600-\$2800
Current Rents: \$3350-\$3550
Initial Investment: \$86,772

Quad: 46 Juniper Pass, Ocala | March 2021

Purchase Price: \$419,900
Current Price: \$689,900
Original Rents: \$3500-\$3800
Current Rents: \$4780-\$5300
Initial Investment: \$113,373

Quad: 9243 Western Way, Jacksonville | Nov 2021

Purchase Price: \$514,900
Current Price: \$765,000
Original Rents: \$4500-\$4900
Current Rents: \$5100-\$5500
Initial Investment: \$139,023



CASE STUDY

Adam Hamilton

\$21,200

Estimated monthly cash flow



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CASE STUDY

Adam Hamilton

\$2,641,417

Equity increase in 4 years



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CASE STUDY

David Phelps



Freedom
FOUNDERS



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CASE STUDY

David Phelps

\$11,920

Estimated monthly cash flow



PASSIVE INCOME PLAYBOOK

CASE STUDY

David Phelps



\$2.6M

Equity increase



PASSIVE INCOME PLAYBOOK

CASE STUDY

David Phelps



Freedom
FOUNDERS

\$9.2M

Invested



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CASE STUDY

David Phelps



Freedom
FOUNDERS

\$9,350

Estimated monthly cash flow



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CASE STUDY

Don Wenner



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CASE STUDY

Don Wenner

\$4 Billion AUM

Family Advisor for Don & Company Leadership Team



CASE STUDY

Don Wenner

\$40,000,000

Invested in our deals



PASSIVE INCOME PLAYBOOK

CASE STUDY

David & Gina Nelson



“If you pull the trigger now, you can start getting the tax benefits now and counting appreciation.

That’s what we finally did and now we’re going to set ourselves up to be completely independent going forward.”



CASE STUDY

David & Gina Nelson

Portfolio Breakdown (partial)

DUPLEX: North 78th | March 2019

Purchase Price: \$181,900
Current Price: \$399,900
Original Rents: \$850/unit
Current Rents: \$1,325/unit
Initial Investment: \$50,932

DUPLEX: Raintree Unit A/B | Dec 2020

Purchase Price: \$309,900
Current Price: \$509,900
Original Rents: \$1,350/unit
Current Rents: \$1,545/unit
Initial Investment: \$86,772

SFR: Arnot Street | May 2020

Purchase Price: \$178,900
Current Price: \$284,900
Original Rents: \$1,375/unit
Current Rents: \$1,625/unit
Initial Investment: \$41,147

SFR: Walnut Street | August 2019

Purchase Price: \$152,900
Current Price: \$284,900
Original Rents: \$1,300/unit
Current Rents: \$1,725/unit
Initial Investment: \$35,167



CASE STUDY

David & Gina Nelson

\$4,750

Estimated monthly cash flow



CASE STUDY

David & Gina Nelson

\$856K

Equity increase in 4 years



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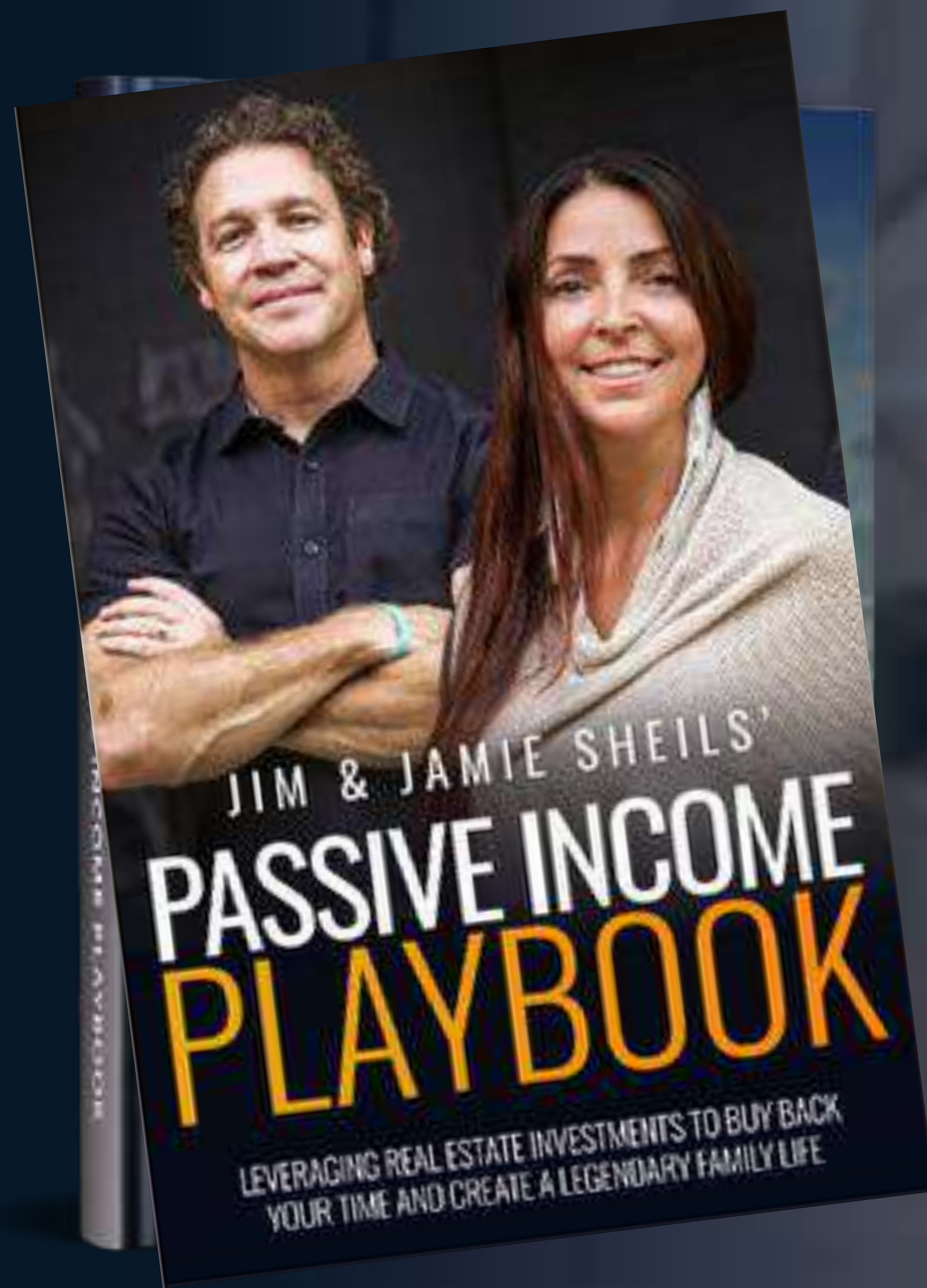


FREE Jim & Jamie Sheils Passive Income Playbook

Step-by-step blueprint for creating an income-generating real estate portfolio to give you and your family freedom & passive income.

www.JJPlaybook.com Email: info@PassiveIncomePlaybook.net





Schedule a Discovery Call Now!