



Southern  
Impression  
Homes



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# 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



FASTCOMPANY



INFLUENCIVE

Forbes



FOX



Inc.



# **Our Promise**

**With over 20 years of experience and \$750M in transactions, we'll show you how to build a passive income, active lifestyle for you and your family.**

**Jim Sheils, Partner  
Southern Impression Homes**





# Recently acquired by Brightland Homes

## Parent company Sumitomo Forestry

- Brightland is the 29<sup>th</sup> 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



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# **What does this mean for you?**

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

**Same client focus and spirit!**



A smiling woman with long dark hair, wearing a light-colored shirt, is holding a set of keys with a green tag. The background is a warm, out-of-focus interior.

**New**

LOAN PROGRAM

**5.875% Rate**

*Have you heard the news?*

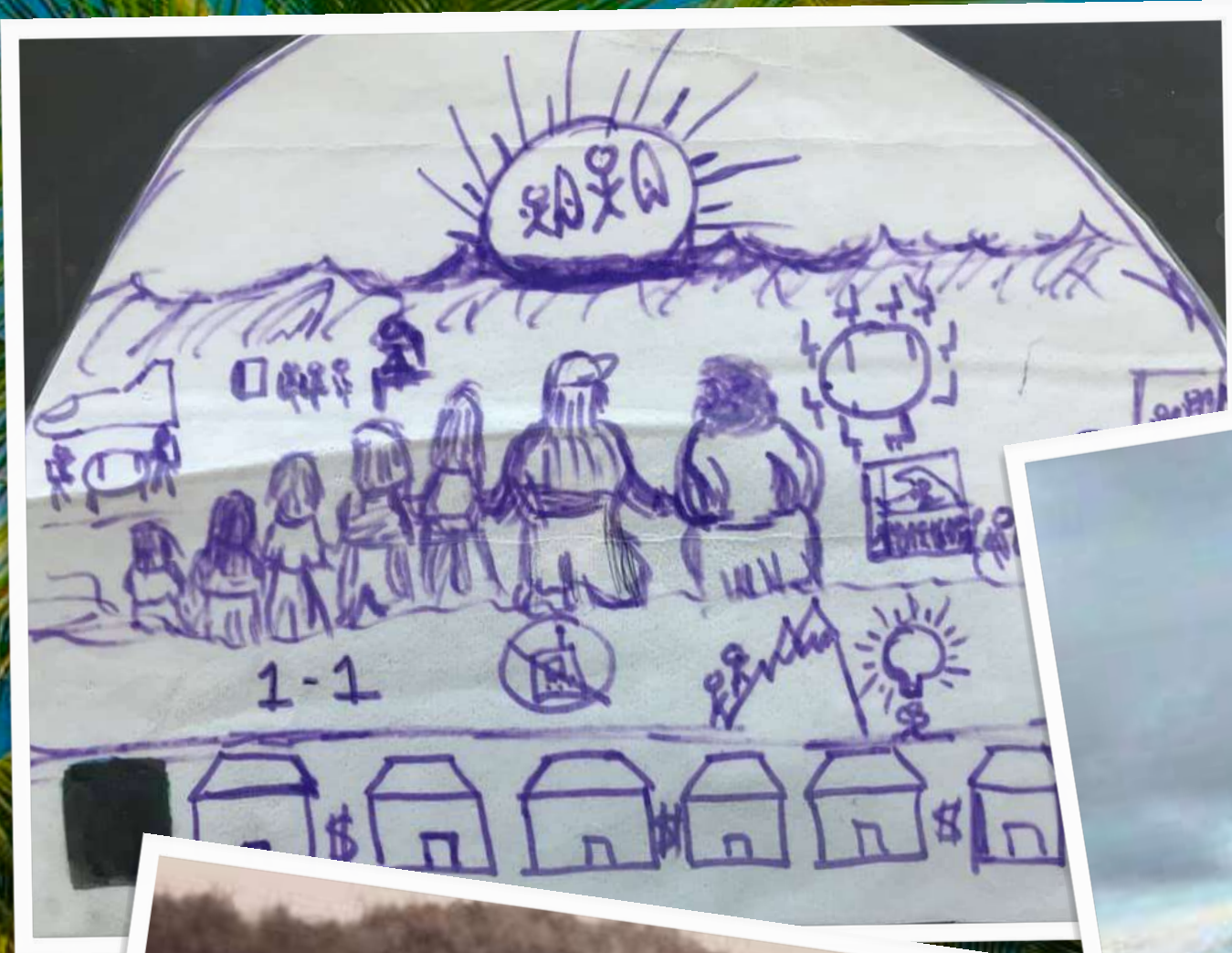
**30-YEAR AMORTIZATION  
10-YEAR FIXED  
1 YEAR FREE MANAGEMENT**







# 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**





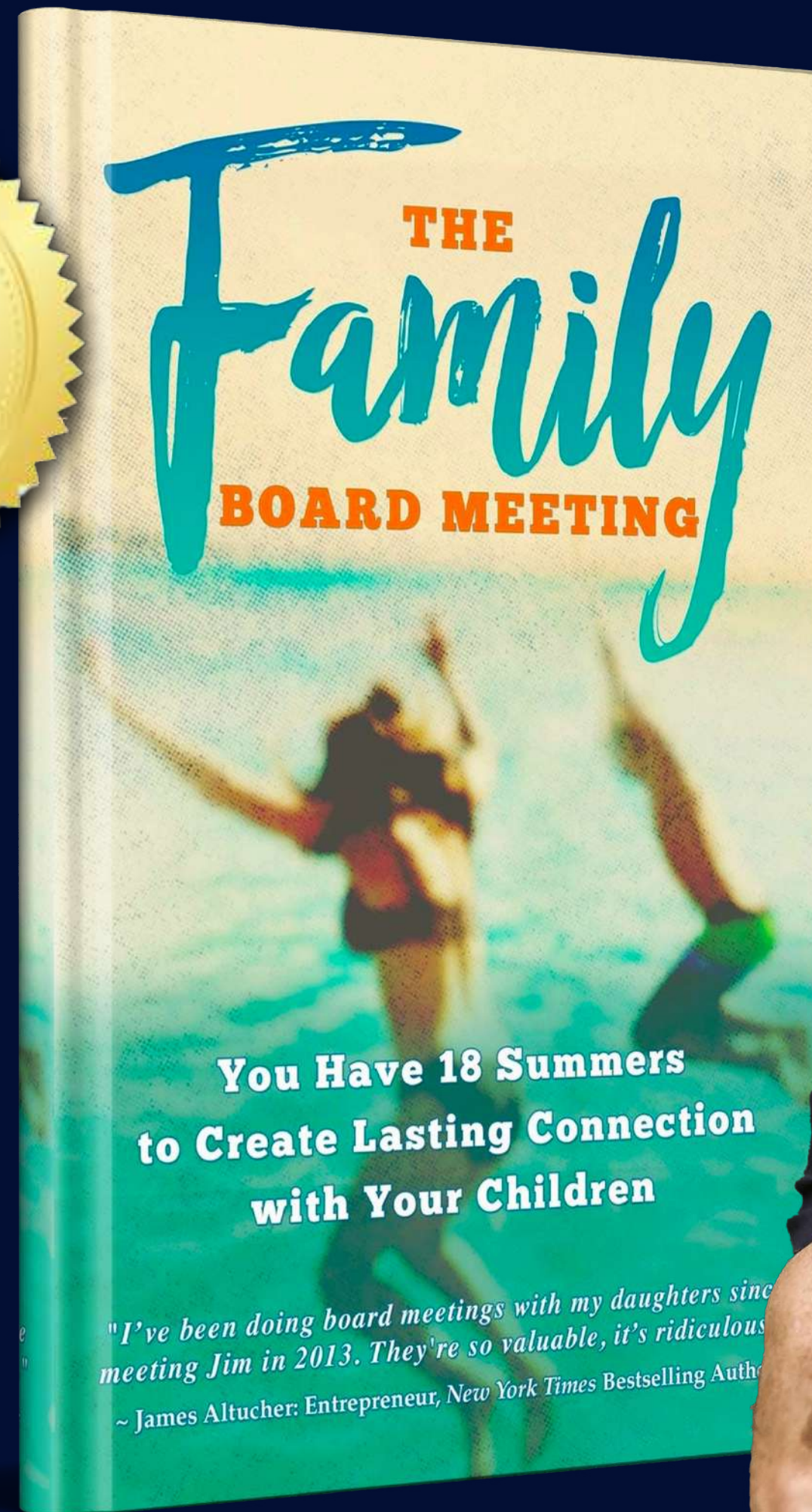


18 Summers



JIM & JAMIE SHEILS  
PASSIVE INCOME PLAYBOOK





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



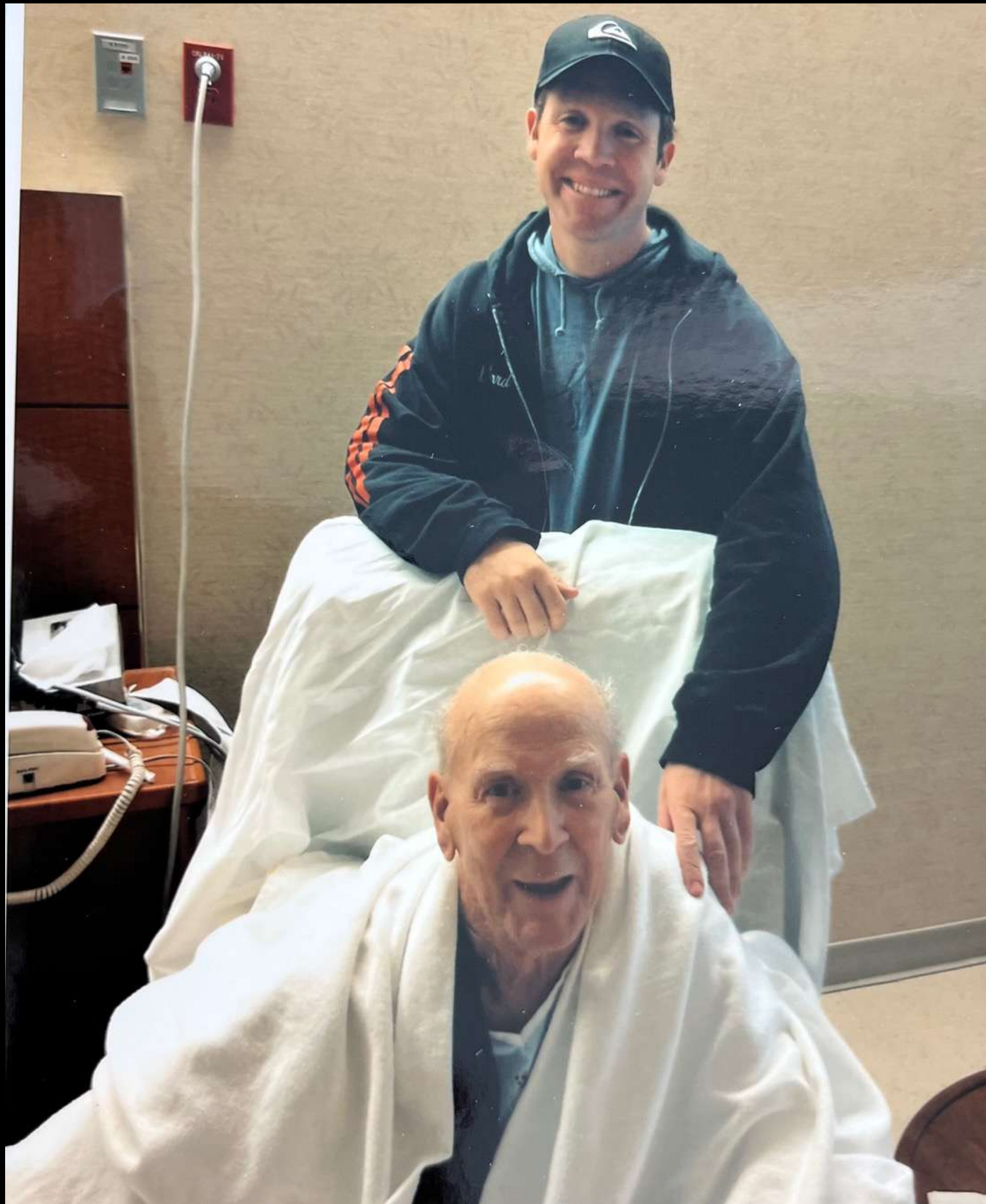
JIM & JAMIE SHEILS  
**PASSIVE INCOME PLAYBOOK**



# My Dad had a Dream







# Gave Dad a Kidney



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# Growing our family...



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# Service & Contribution



JIM & JAMIE SHEILS  
**PASSIVE INCOME PLAYBOOK**



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

**Eric Thomas**







52 Tuscan Way, Ste 202 PMB 374  
Saint Augustine, FL 32092  
www.oldestcityfinancialconsulting.com  
Phone (904) 494-8422  
Fax (904) 592-2253

January 26, 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 Trimboli, EA*

Ashley J. Trimboli, E.A.

xc: 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**



**New Construction / Build-to-Rent**







OUR NUMBERS

**\$637M**

**ASSETS UNDER MANAGEMENT**



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OUR NUMBERS

\$44M+

ANNUAL RECURRING REVENUE



OUR NUMBERS

**\$158M**  
**EQUITY FOR OUR INVESTORS**



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OUR NUMBERS

**850+**  
**CURRENT INVESTORS**



OUR NUMBERS

**7500+**  
**UNITS DEVELOPED**



OUR NUMBERS

8200+  
RESIDENTS HOUSED



OUR NUMBERS

**170+**  
**EMPLOYEES**



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OUR NUMBERS

**\$182M**  
**PROPERTY SALES LAST YEAR**



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OUR NUMBERS

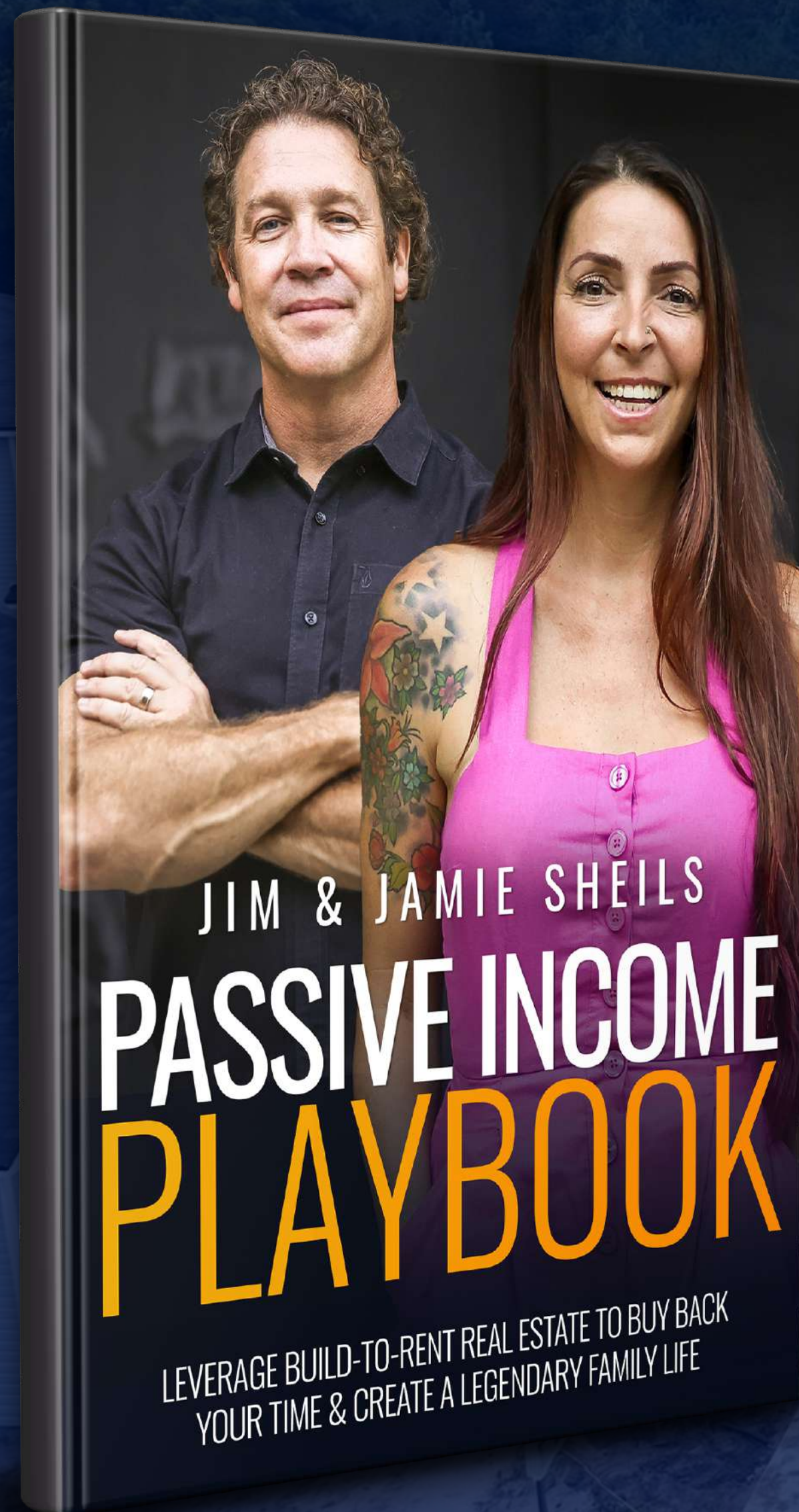
**375K**  
**FAMILIES IMPACTED**



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# 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**



# Invest for the long term



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



# **Invest in good areas and good neighborhoods**



# Avoid “Fixer Upper” rentals



**Let experts manage  
your properties**



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



# Invest in “Landlord Friendly” states



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



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



**Never stop learning**

10



# The 5 Predictable Passive Income Success Indicators



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**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**



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# Population Growth

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



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# 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**



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# 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**

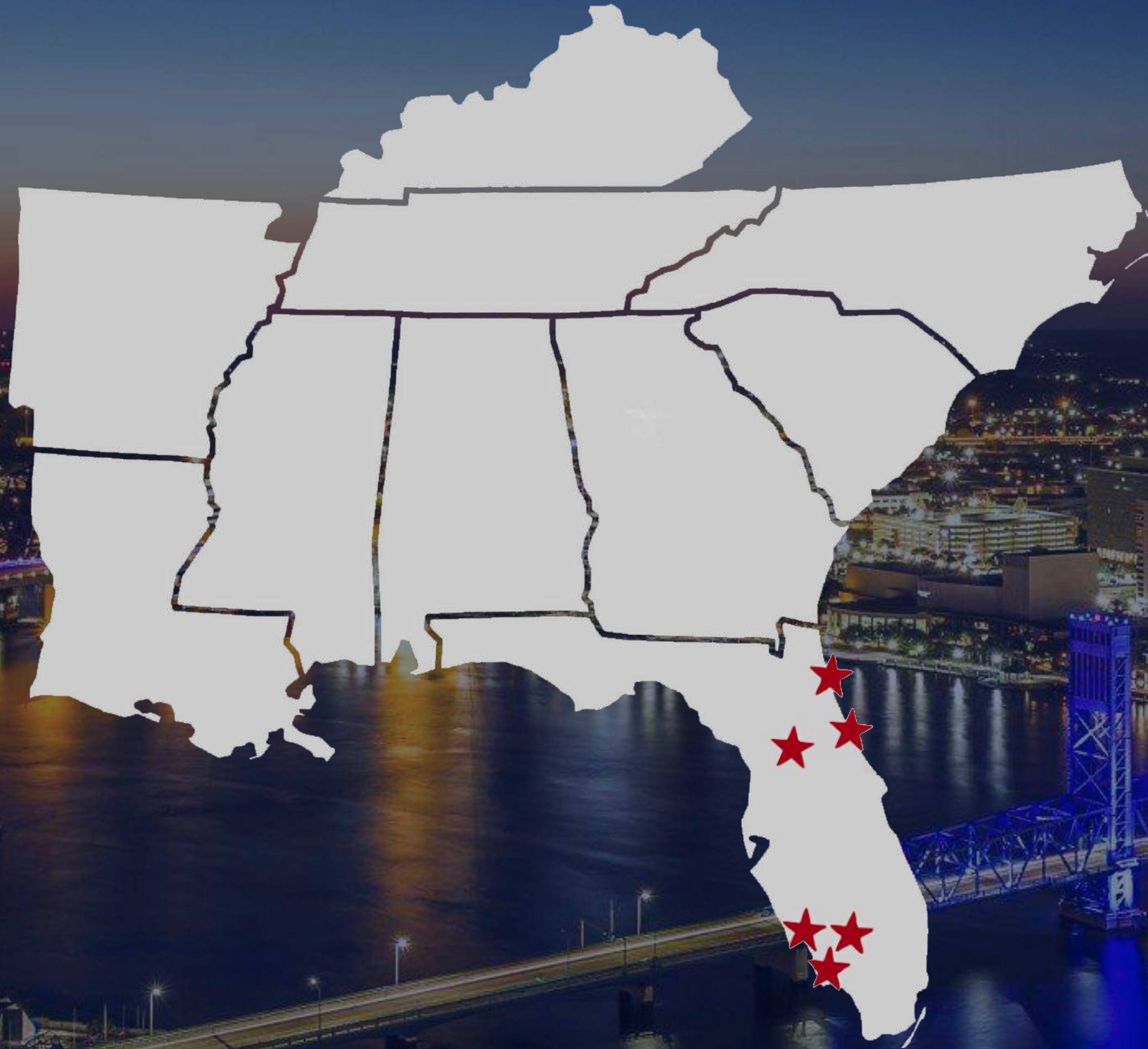


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# Desirability



**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**



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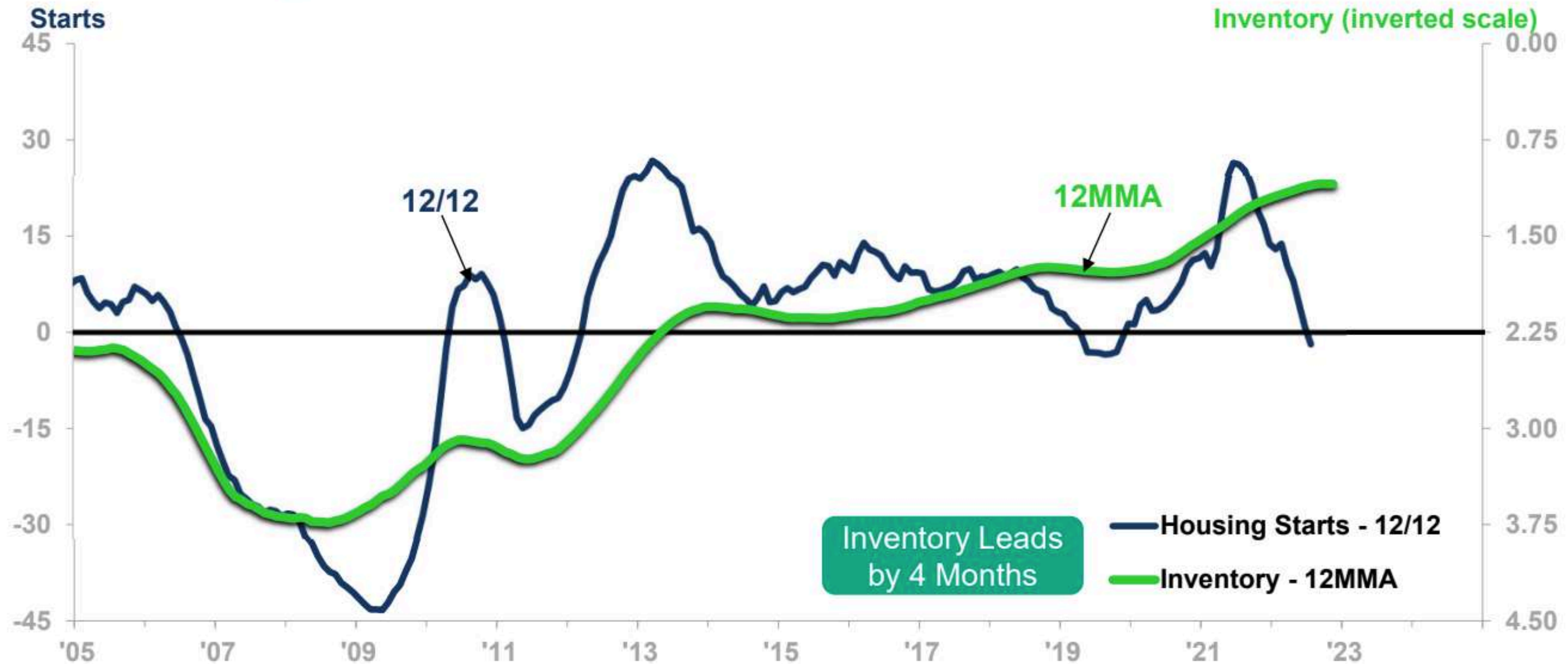


# Low Inventories: A Fundamental in Our Favor

Sources: US Census Bureau,  
National Association of Realtors

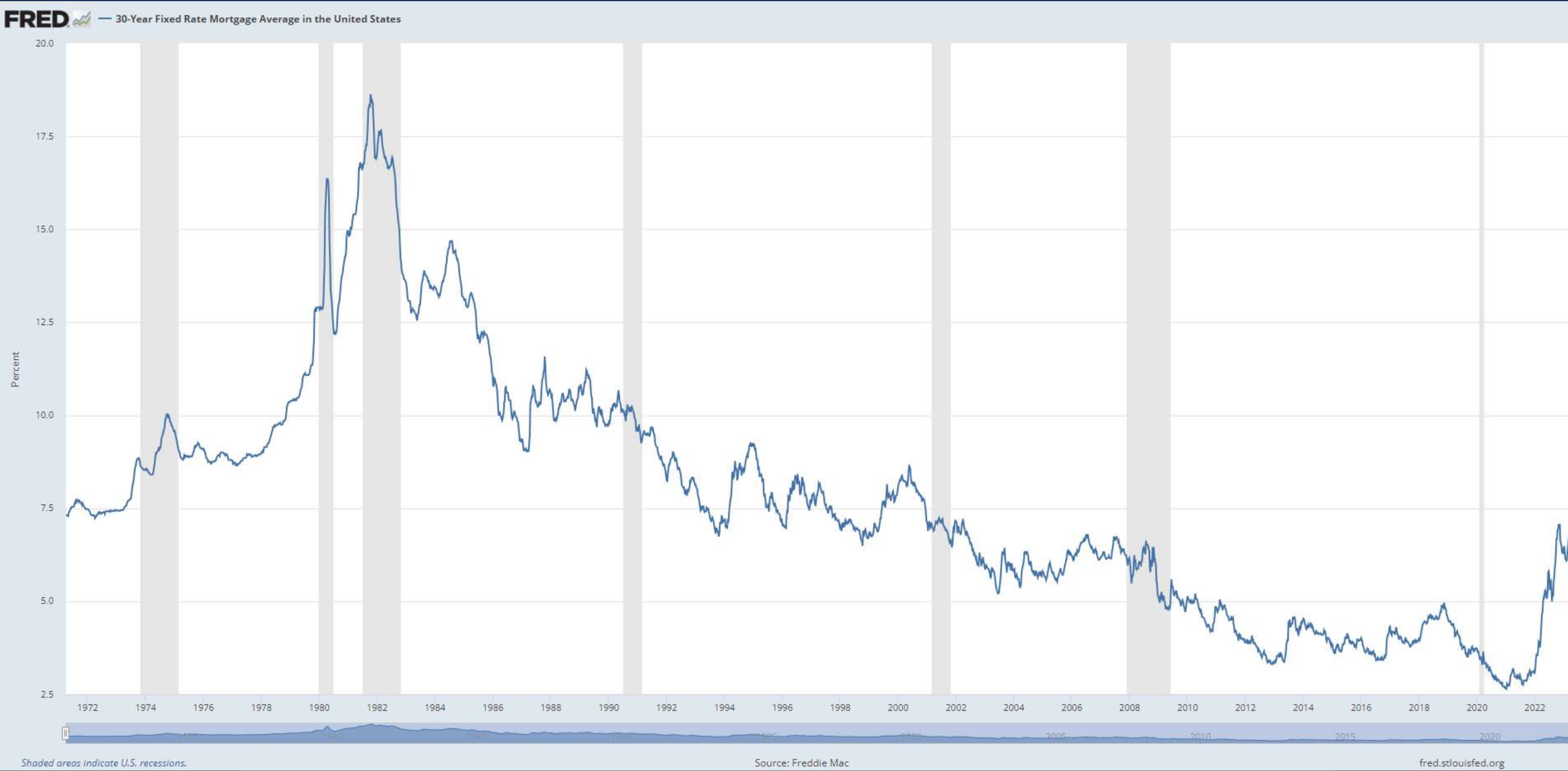
## US Single-Unit Housing Starts to US Existing Home Inventory

12/12 Rate-of-Change to 12MMA Data Trend in Millions of Units



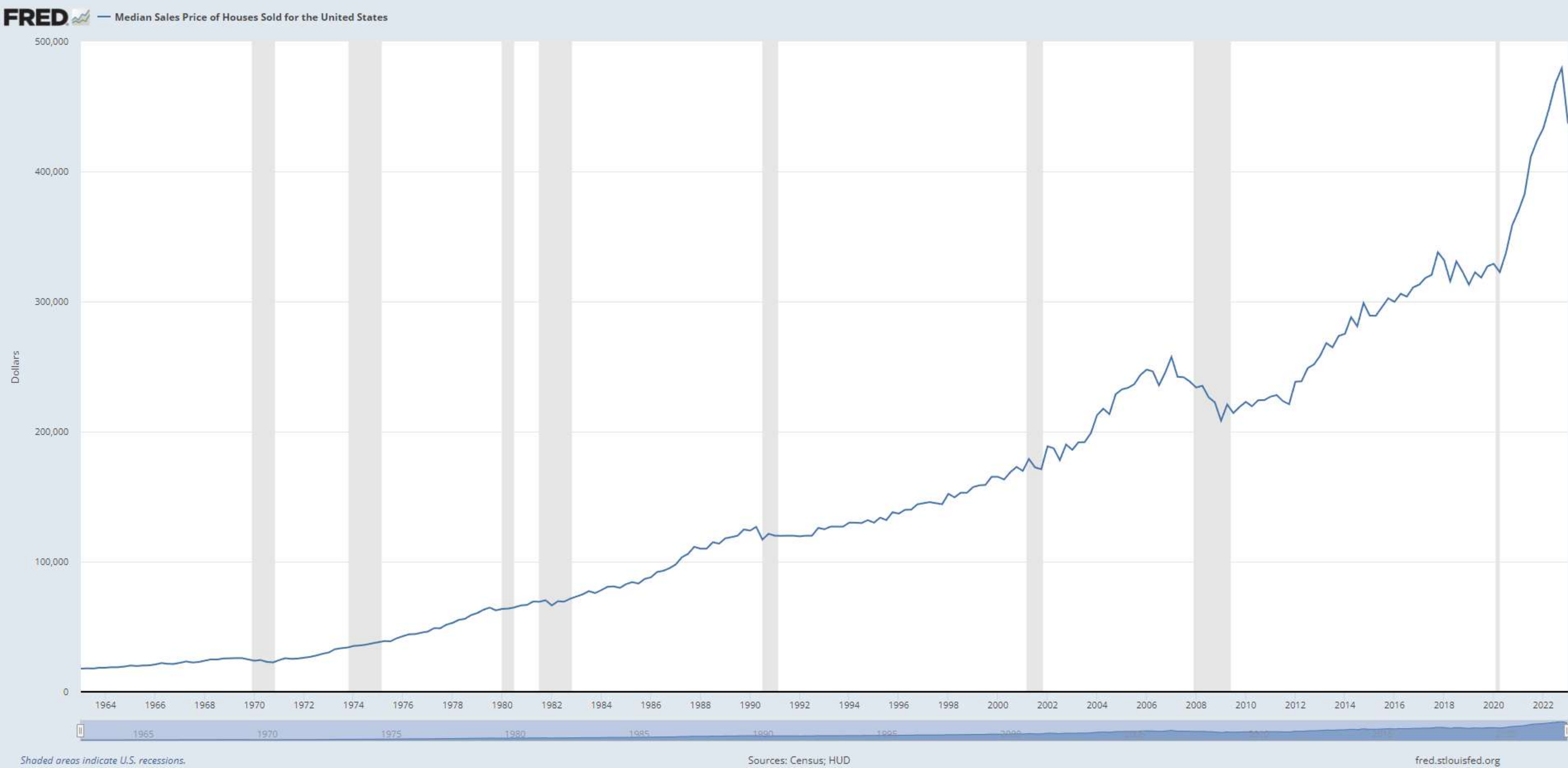


# US 30Y Fixed Rate Mortgage Average



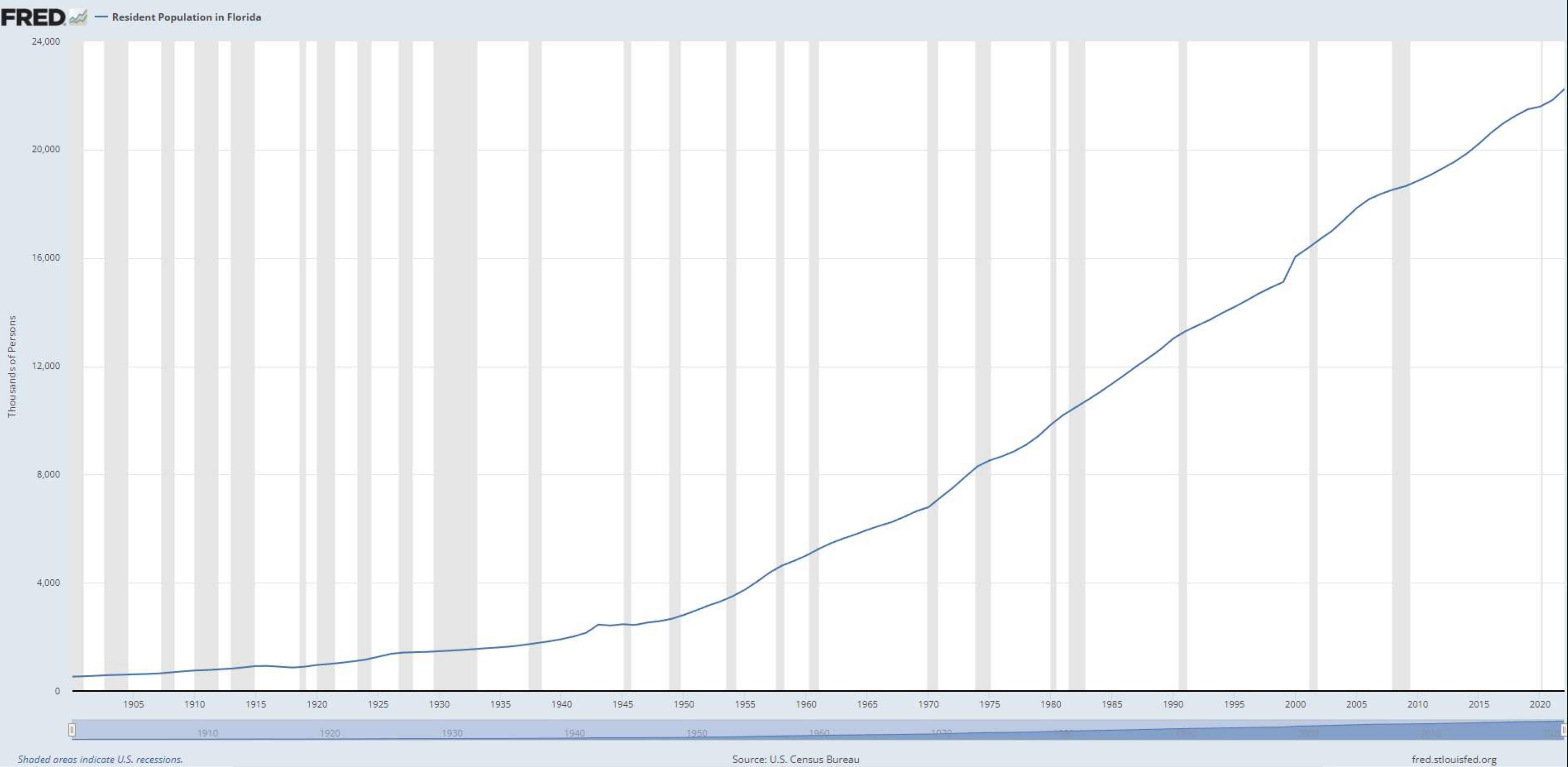


# US Median House Price



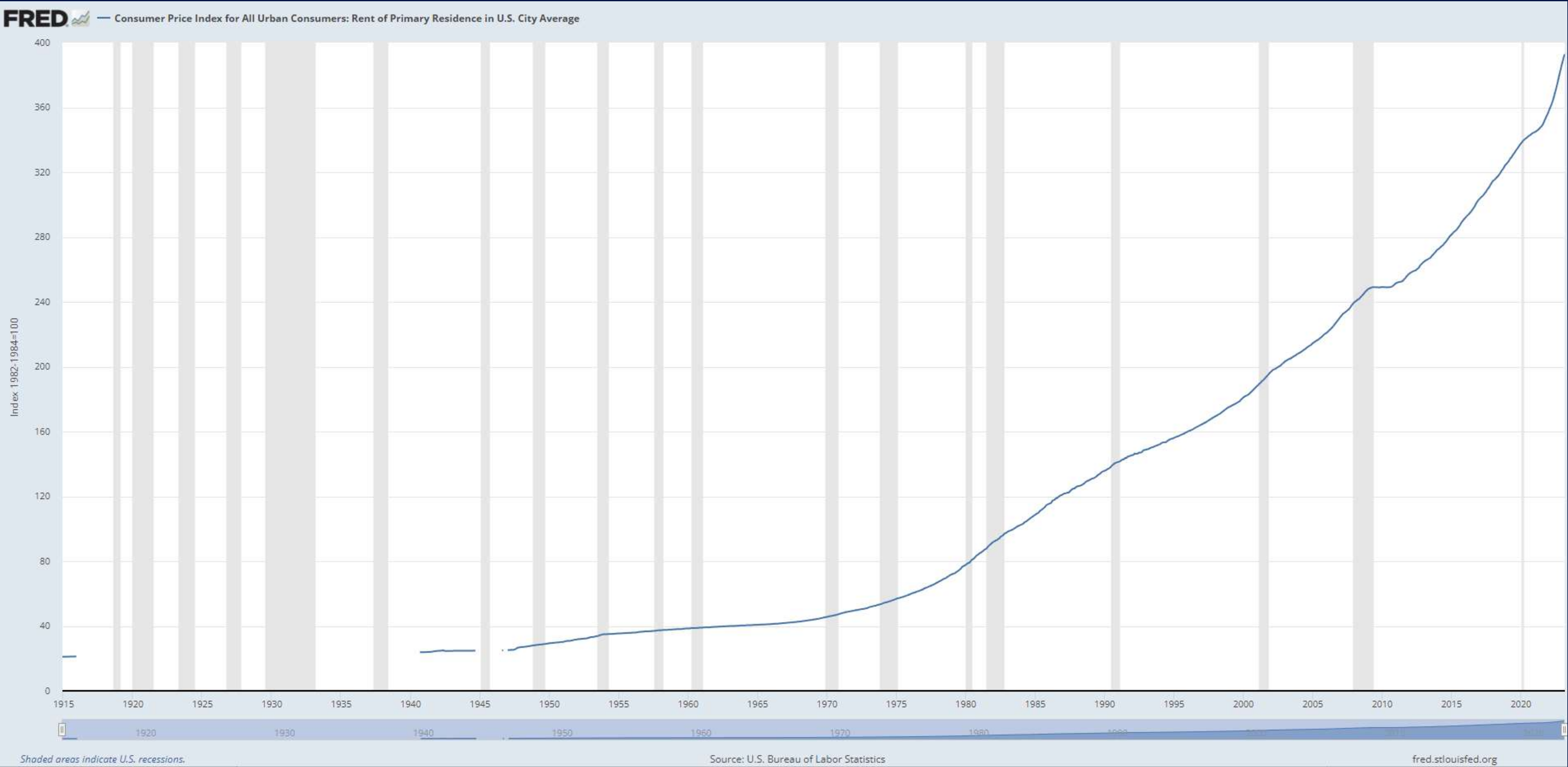


# FL Resident Population





# US Primary Rent in City Average





# US Vacant Housing For Rental





# Population Growth By State (Examples)

Name	2022	Preceding Period
Alabama	5,074.296	5,049.846
Alaska	733.583	734.182
Arizona	7,359.197	7,264.877
Arkansas	3,045.637	3,028.122
California	39,029.342	39,142.991
Colorado	5,839.926	5,811.297
Connecticut	3,626.205	3,623.355
Delaware	1,018.396	1,004.807
District of Columbia	671.803	668.791
Florida	22,244.823	21,828.069
Georgia	10,912.876	10,788.029
Hawaii	1,440.196	1,447.154
Idaho	1,939.033	1,904.314
Illinois	12,582.032	12,686.469
Indiana	6,833.037	6,813.532
Iowa	3,200.517	3,197.689

FL +420K

AL +25K  
AK -1K  
AZ +95K  
AR +17K  
CA -80K  
CO+28K  
CT +3K  
DE +14K  
DC +3K  
FL +420K  
GA +120K  
HI -7K  
ID +35K  
IL -100K  
IN +20K  
IA +3K



# Florida has all of them!



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# What about hurricanes?



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A construction worker wearing a white hard hat, a yellow safety vest over a purple long-sleeved shirt, and blue jeans is standing on a steel framework. He is holding a large set of blueprints. The background shows a complex network of steel beams and trusses, suggesting a large-scale construction project.

**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**

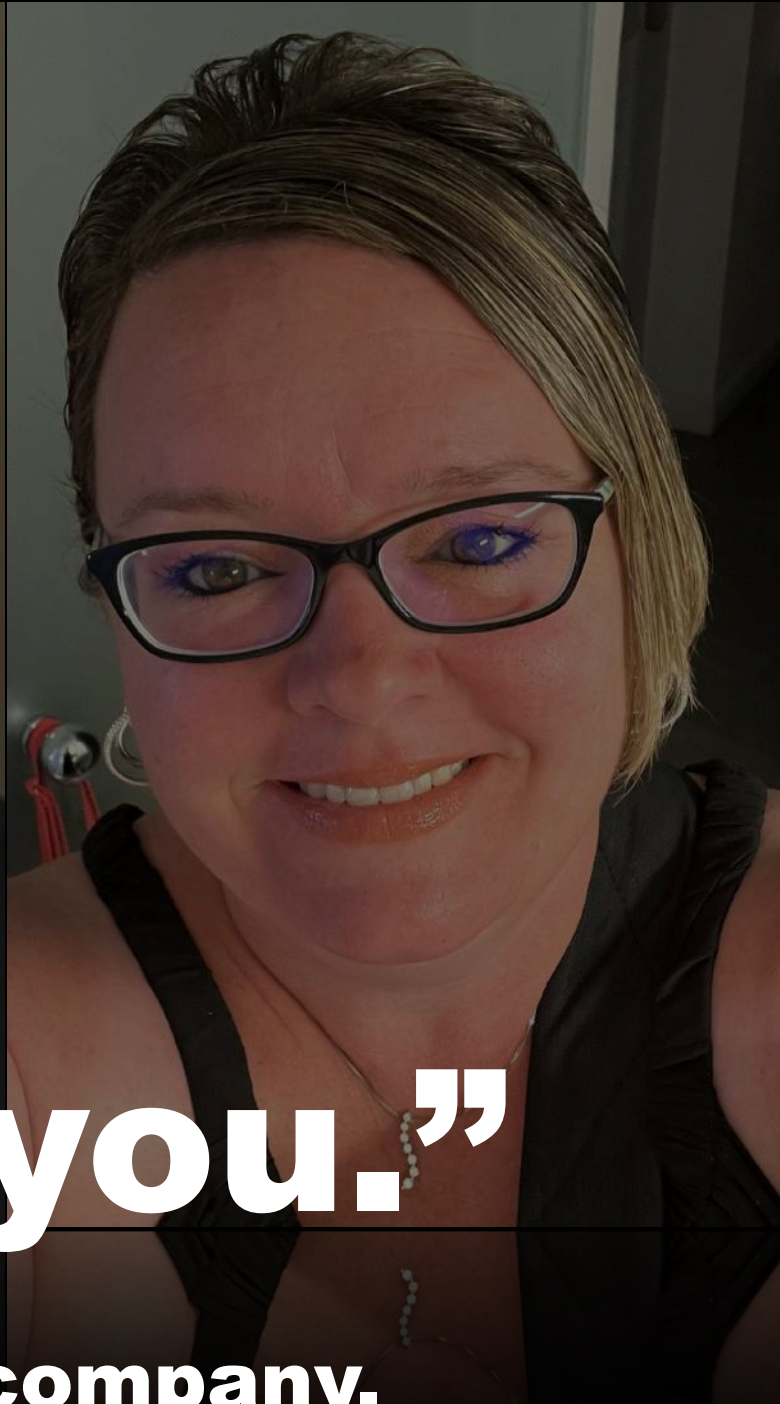
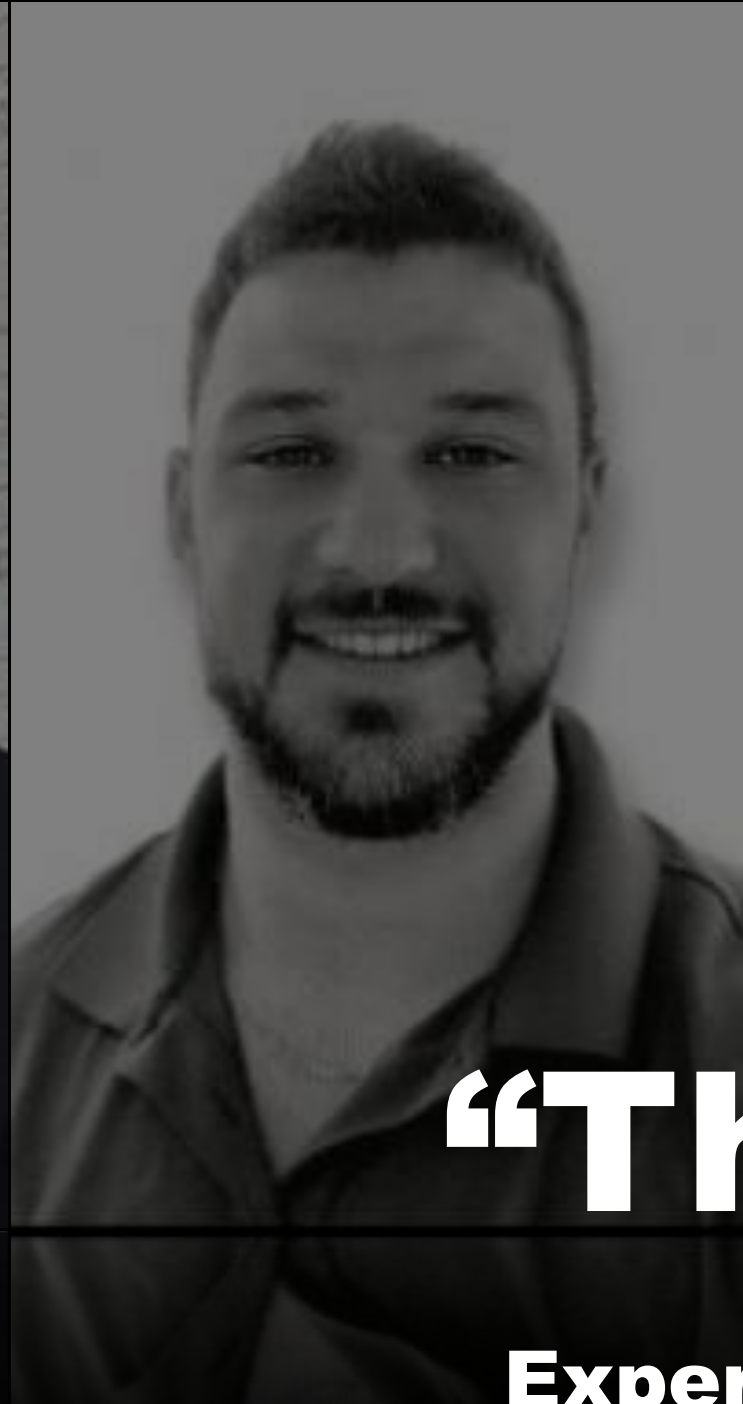
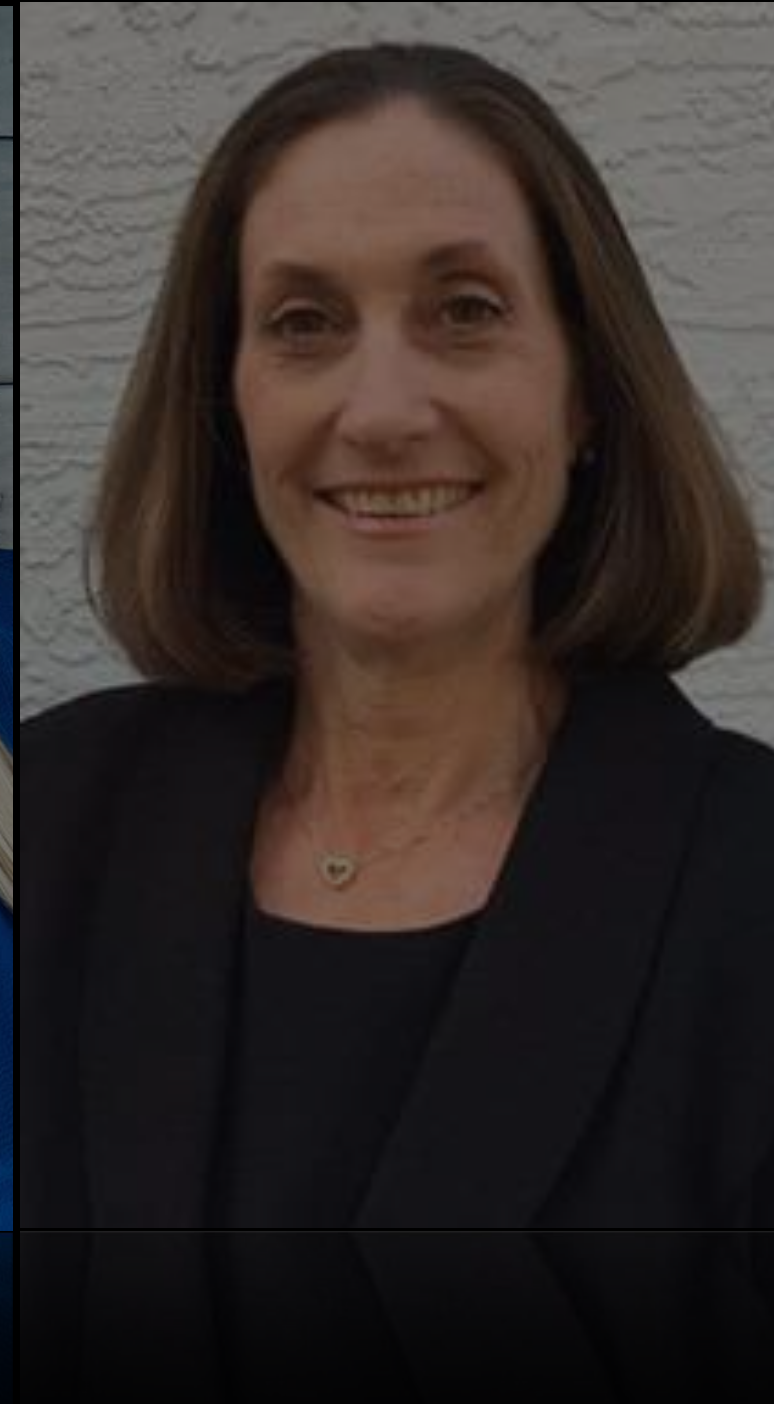


A man with curly hair, wearing a dark button-down shirt, stands on a stage, gesturing with his hands as he speaks to an audience. The audience members are seen from behind, their heads in the foreground, slightly out of focus. The background is dark.

**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**



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## **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**



A man and a woman are smiling in front of a lake. The man is bald with a grey beard and is wearing a teal button-down shirt. The woman has dark hair and is wearing a light blue and white striped shirt. The background shows a calm lake, trees, and a cloudy sky.

**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**



## CASE STUDY

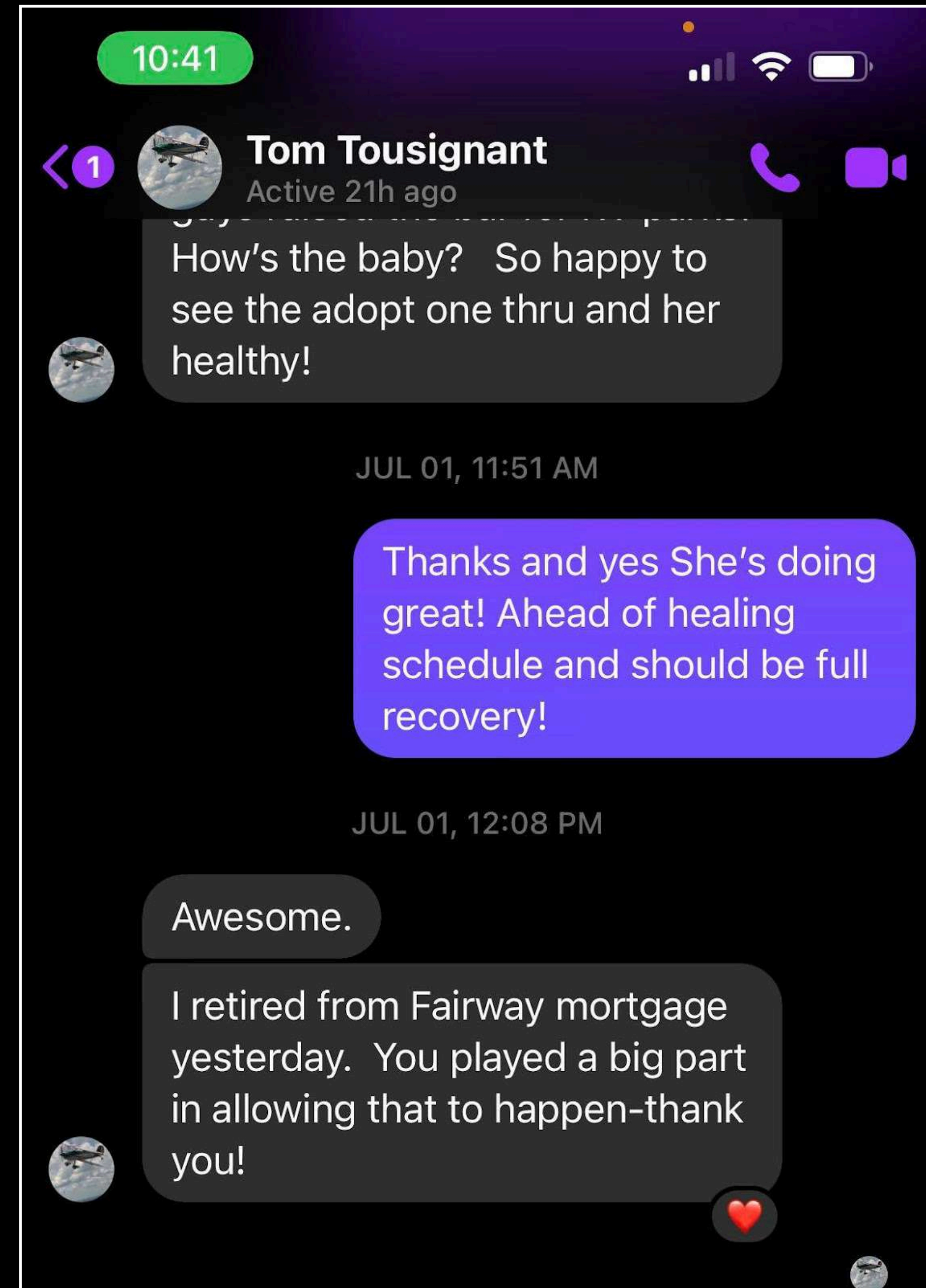
# Tom Tousignant



Tom in his new private plane  
financed by his rental properties



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**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**



## **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



**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**

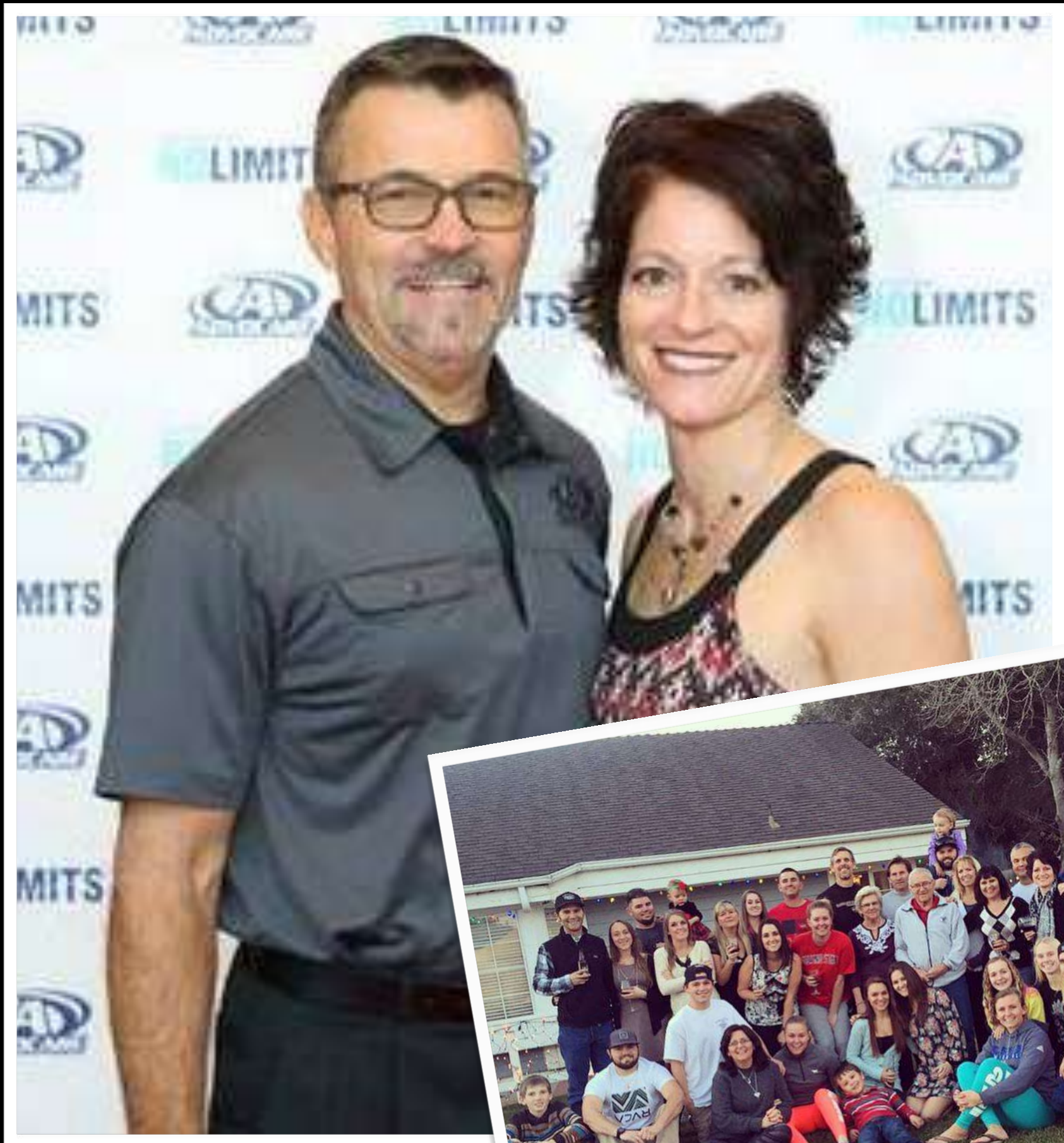


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## **CASE STUDY**

# **David & 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**



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**CASE STUDY**

**David & Gina Nelson**

**\$856K**

**Equity increase in 4 years**



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# LIVE DEALS



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# PROFORMA | Ocala FL - Single Family

Ready Now! Ocala FL, 4BR-2BA Pre-Construction  
2 years Free Management plus 2% Closing Credit

Square Feet	1.617
Initial Market Value	\$289,900
Purchase Price	\$289,900
Downpayment	\$72,475
Builder Closing Credit	-\$5,798
Closing Costs/Rate Buy Down	\$13,046
Initial Lease Up	\$1,421
Initial Cash Invested	\$81,144
Cost per Square Foot	\$179
Monthly Rent per Square Foot	\$1.17





# PROFORMA | Ocala FL - Single Family

MORTGAGE INFO	
Loan-to-Cost Info	75%
Loan Amount	\$217,425
Monthly Payment	\$1,286.15
Loan Type	Amoritizing Fixed
Term	30 Y
Interest Rate	5,875%
Monthly PMI	\$0
FINANCIAL INDICATORS	
Debt Coverage Ratio	01:21
Annual Gross Rent Multiplier	13
Monthly Gross Rent Multiplier	153
Capitalization Rate	6.4%
Cash on Cash Return	4.0%
Y1 Cash on Cash (w/Tax Savings)	8.3%
Estimated Profit - 5 Year Hold	\$62,859
5 Year Hold IRR	16.3%

ASSUMPTIONS	
Real Estate Appreciation Rate	5%
Rental Growth Rate	4%
Vacancy Rate	2%
Management Fee	8%
Maintenance Percentage	2%



# PROFORMA | Palm Coast - Duplex

Ready Now! Concrete Block 4 BR, 4BA Duplex, Palm Coast, FL 32164  
2 years Free Management plus 2% Closing Credit

Square Feet	1.954
Initial Market Value	\$459,900
Purchase Price	\$459,900
Downpayment	\$114,975
Builder Closing Credit	-\$9,198
Closing Costs/Rate Buy Down	\$20,696
Initial Lease Up	\$2,393
Initial Cash Invested	\$128,865
Cost per Square Foot	\$235
Monthly Rent per Square Foot	\$1.63





# PROFORMA | Palm Coast - Duplex

MORTGAGE INFO	
Loan-to-Cost Info	75%
Loan Amount	\$344,925
Monthly Payment	\$2,123.76
Loan Type	Amoritizing Fixed
Term	30 Y
Interest Rate	6,250%
Monthly PMI	\$0
FINANCIAL INDICATORS	
Debt Coverage Ratio	01:26
Annual Gross Rent Multiplier	12
Monthly Gross Rent Multiplier	144
Capitalization Rate	7.0%
Cash on Cash Return	5.1%
Y1 Cash on Cash (w/Tax Savings)	9.4%
Estimated Profit - 5 Year Hold	\$104,217
5 Year Hold IRR	17.2%

ASSUMPTIONS	
Real Estate Appreciation Rate	5%
Rental Growth Rate	4%
Vacancy Rate	2%
Management Fee	8%
Maintenance Percentage	2%



# PROFORMA | Jacksonville FL - Quadplex

2 years Free Management plus 2% Closing Credit

Square Feet	4.160
Initial Market Value	\$794,900
Purchase Price	\$794,900
Downpayment	\$198,725
Builder Closing Credit	-\$15,898
Closing Costs/Rate Buy Down	\$35,771
Initial Lease Up	\$3,975
Initial Cash Invested	\$222,573
Cost per Square Foot	\$191
Monthly Rent per Square Foot	\$1.27





# PROFORMA | Jacksonville FL - Quadplex

MORTGAGE INFO	
Loan-to-Cost Info	75%
Loan Amount	\$596,175
Monthly Payment	\$3,670.75
Loan Type	Amoritizing Fixed
Term	30 Y
Interest Rate	6,250%
Monthly PMI	\$0
FINANCIAL INDICATORS	
Debt Coverage Ratio	01:15
Annual Gross Rent Multiplier	12
Monthly Gross Rent Multiplier	150
Capitalization Rate	6.4%
Cash on Cash Return	3.0%
Y1 Cash on Cash (w/Tax Savings)	7.4%
Estimated Profit - 5 Year Hold	\$156,555
5 Year Hold IRR	14.8%

ASSUMPTIONS	
Real Estate Appreciation Rate	5%
Rental Growth Rate	4%
Vacancy Rate	2%
Management Fee	8%
Maintenance Percentage	2%



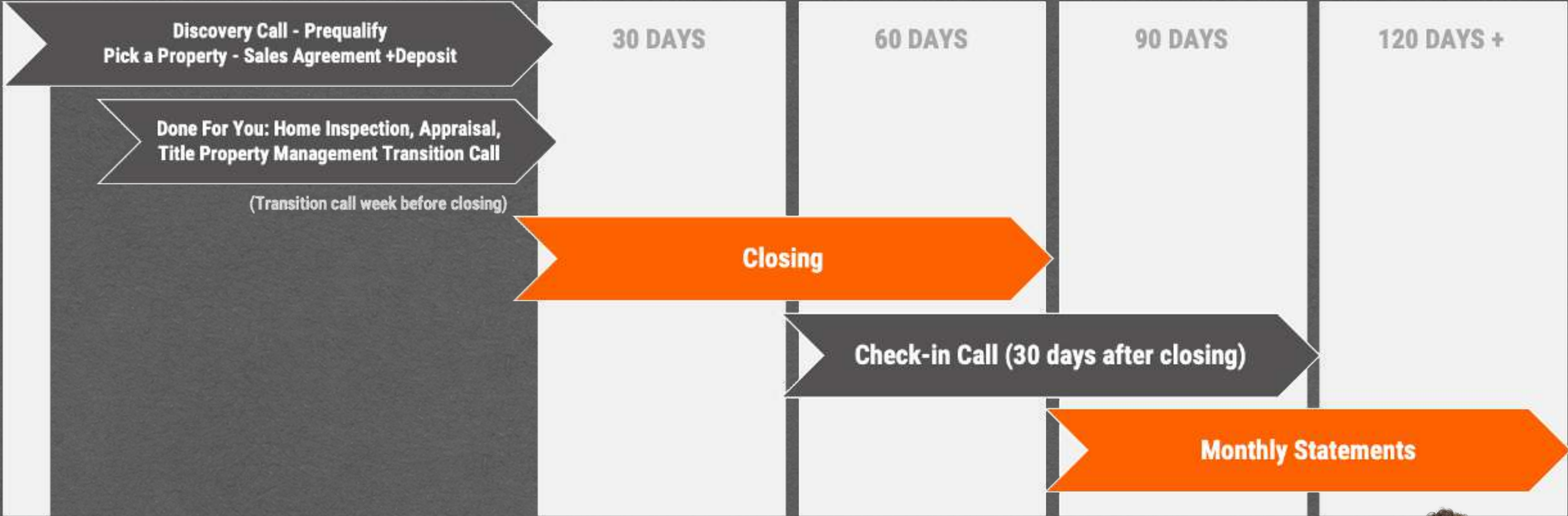


**New** LOAN PROGRAM  
**5.875% Rate**  
*Have you heard the news?*

**30-YEAR AMORTIZATION  
10-YEAR FIXED  
1 YEAR FREE MANAGEMENT**



# Acquisition Timeline





# Join Our Growing Passive Income Family







# **FREE Jim & Jamie Sheils Passive Income Playbook**

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