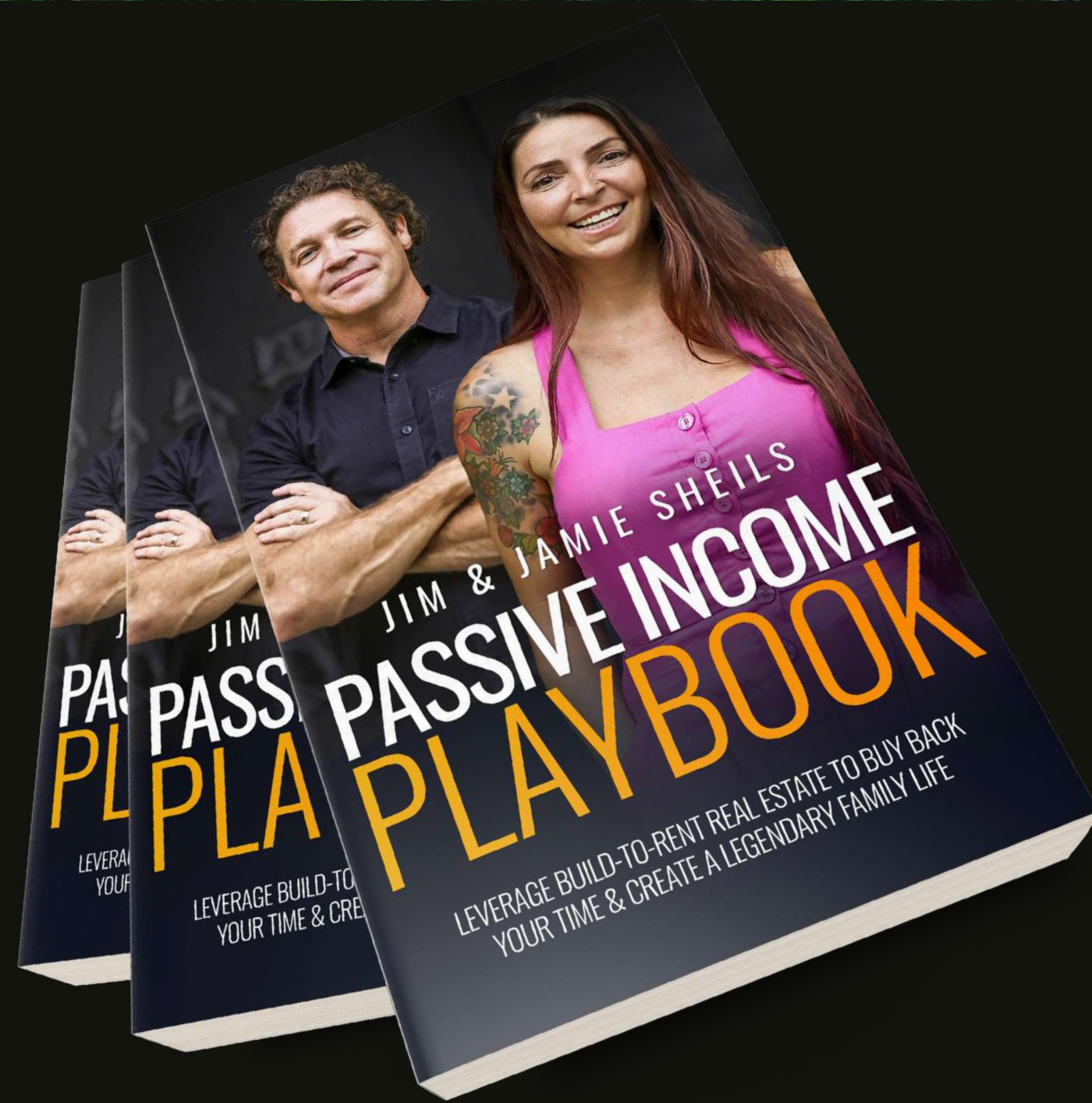




Southern
Impression
Homes



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



FASTCOMPANY



INFLUENCIVE

Forbes

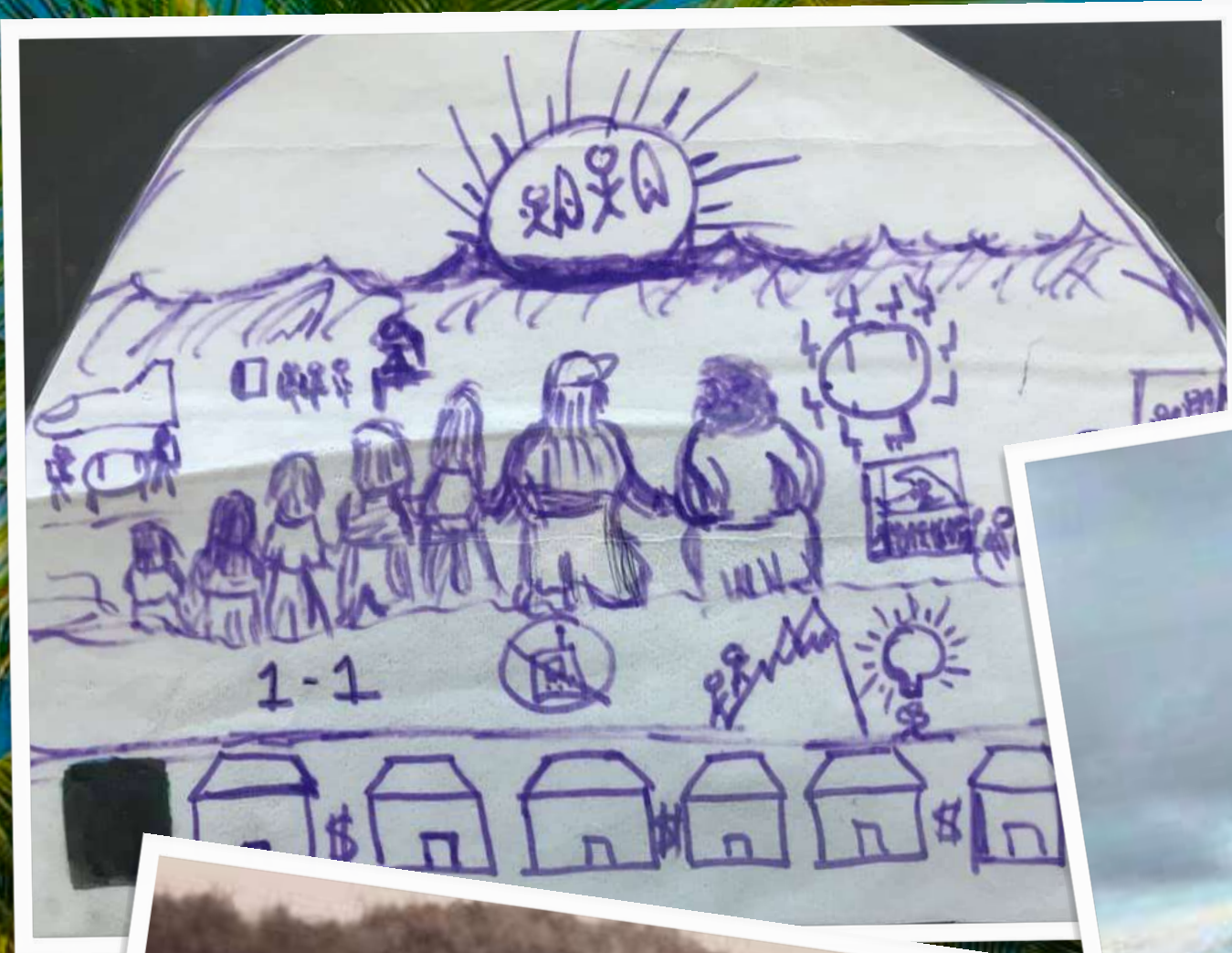


FOX



Inc.

ADVENTURE

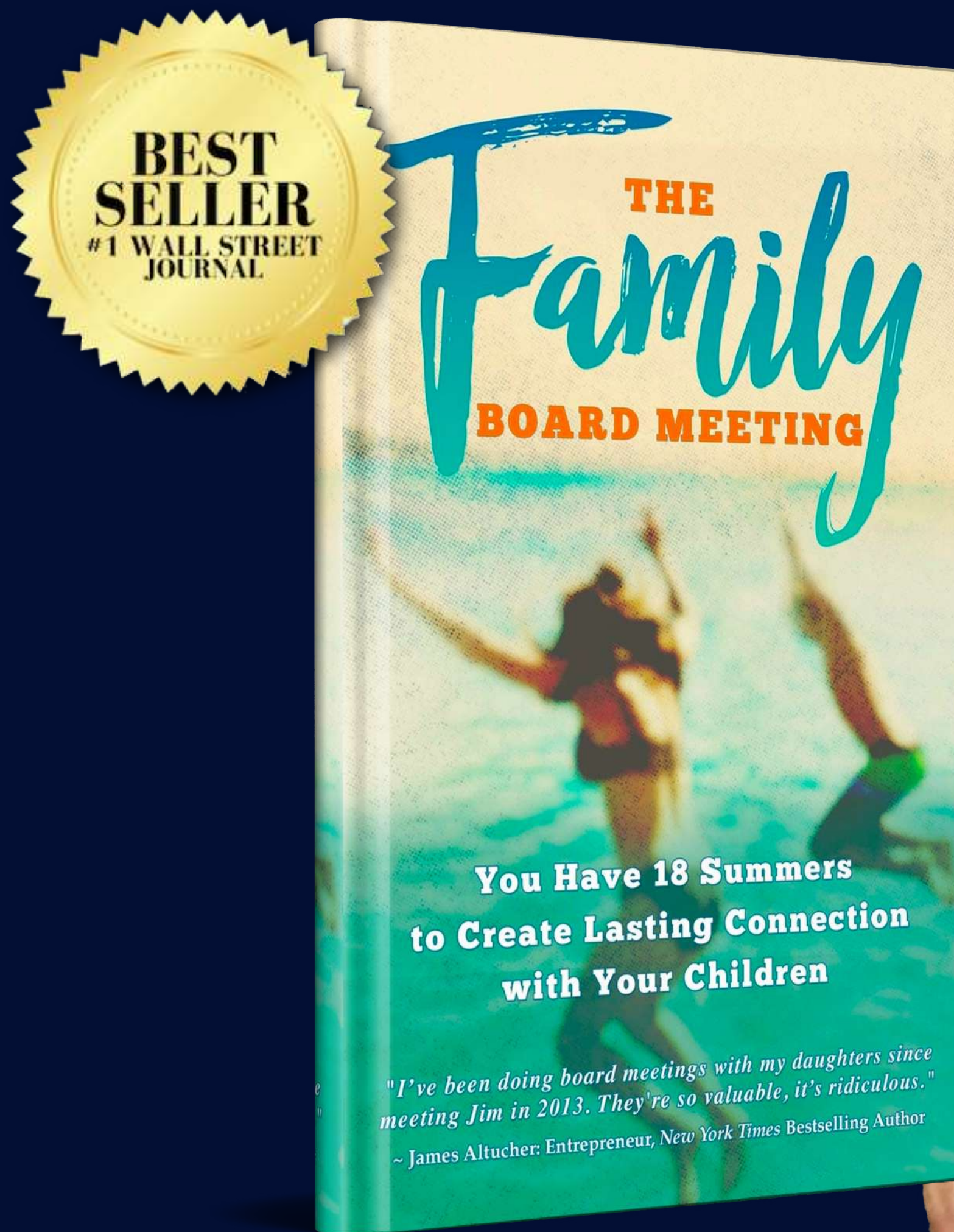


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PASSIVE INCOME **PLAYBOOK**

Service & Contribution



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PASSIVE INCOME PLAYBOOK



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

Growing our family...



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You can live your "someday" TODAY

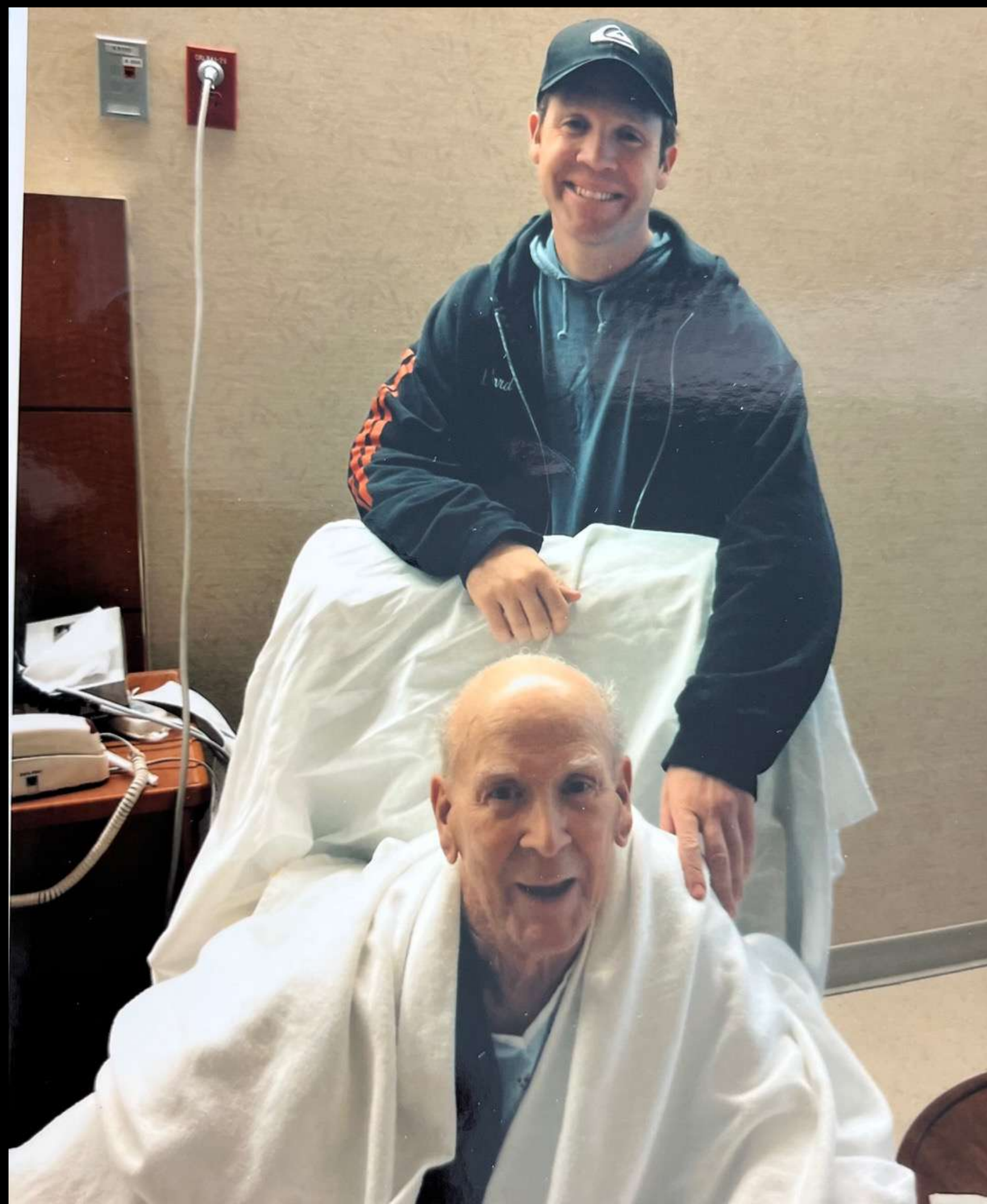
when you have income-producing real estate



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Gave Dad a Kidney

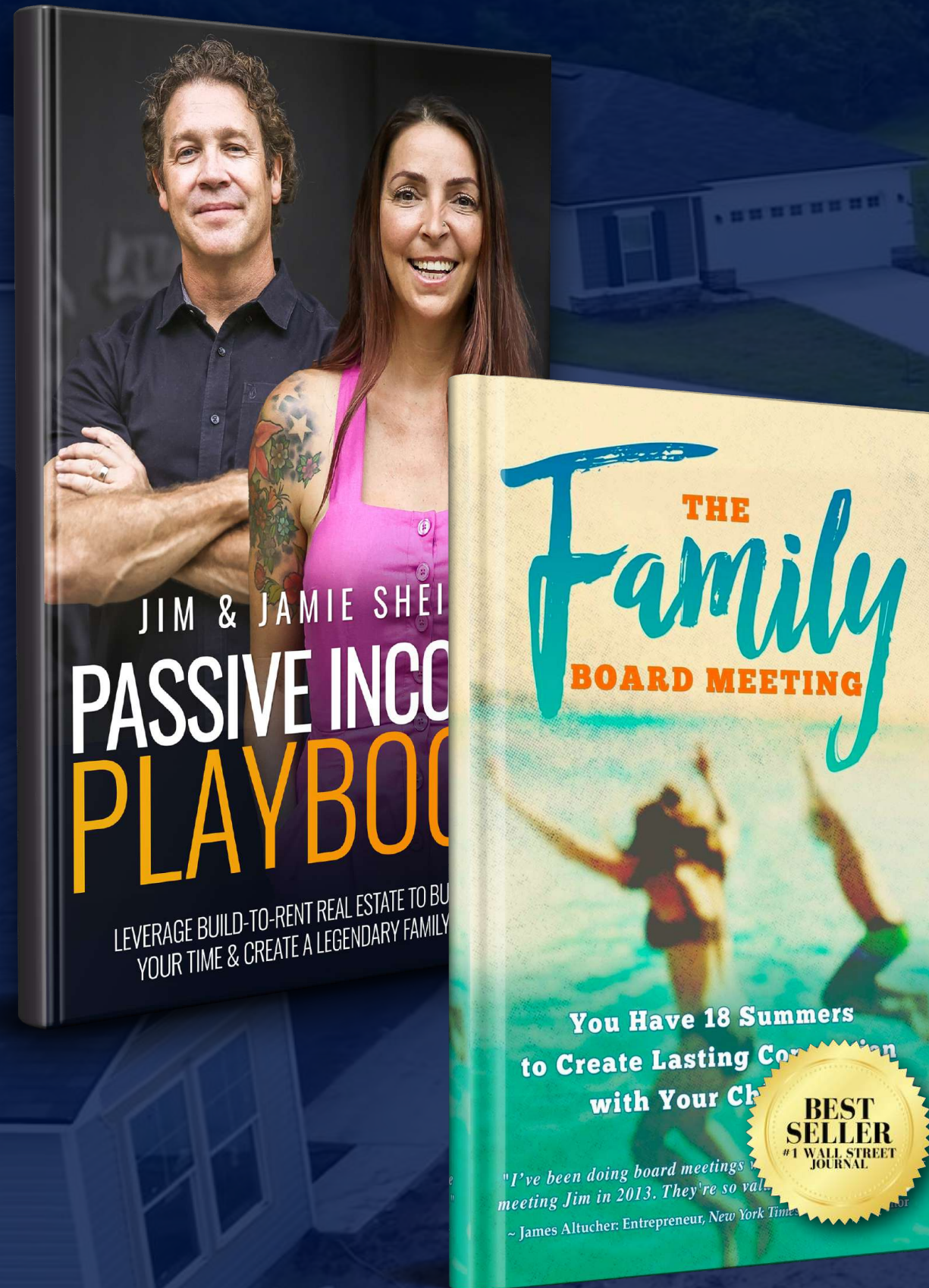


My Dad had a Dream



Get the Slides & Resources

- Copy of the slides
- **FREE** copy of Passive Income Playbook
- **FREE** copy of The Family Board Meeting





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20 years and thousands of units later...

The Sweet Spot

SINGLE FAMILY



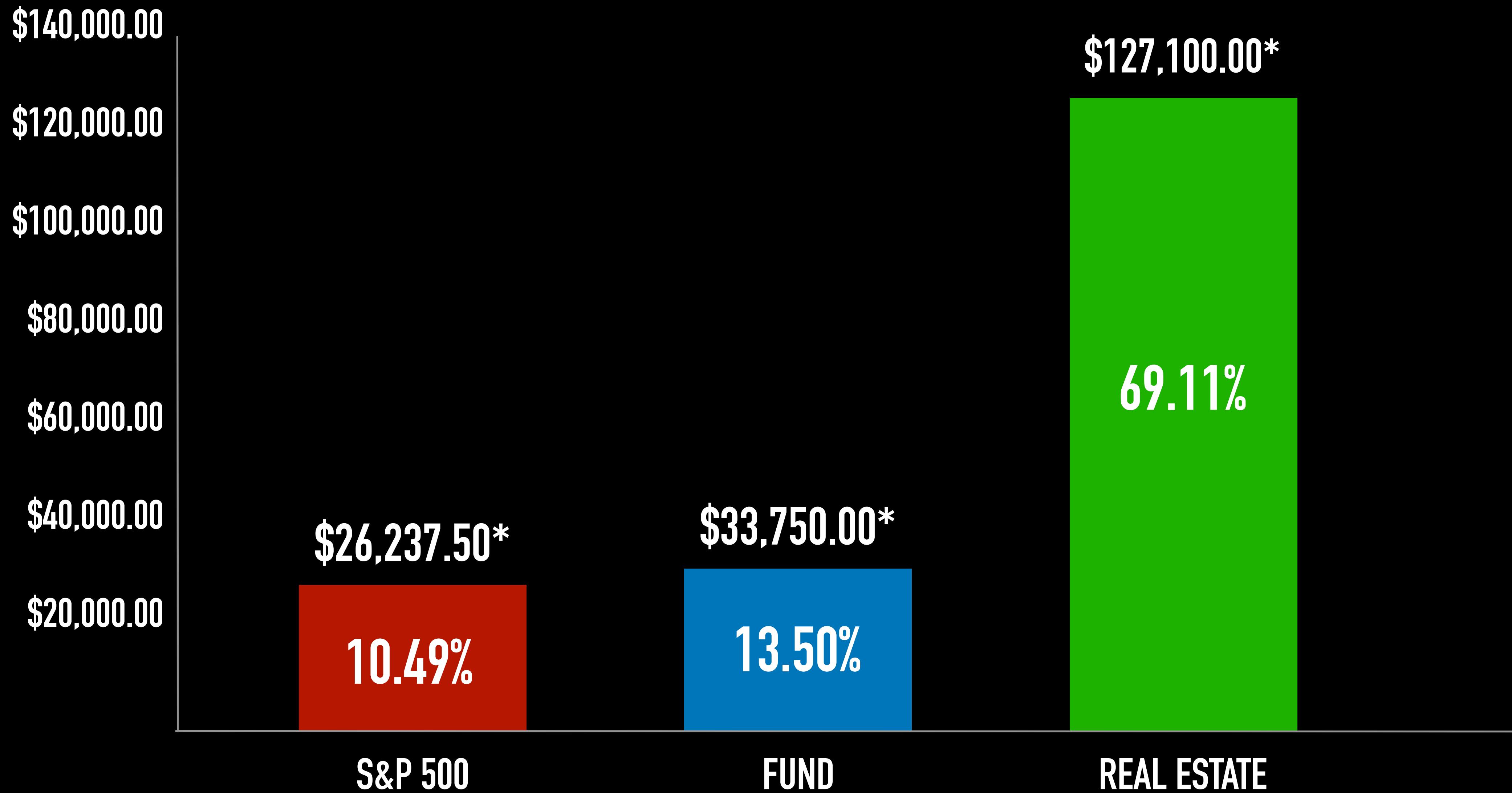
DUPLEX



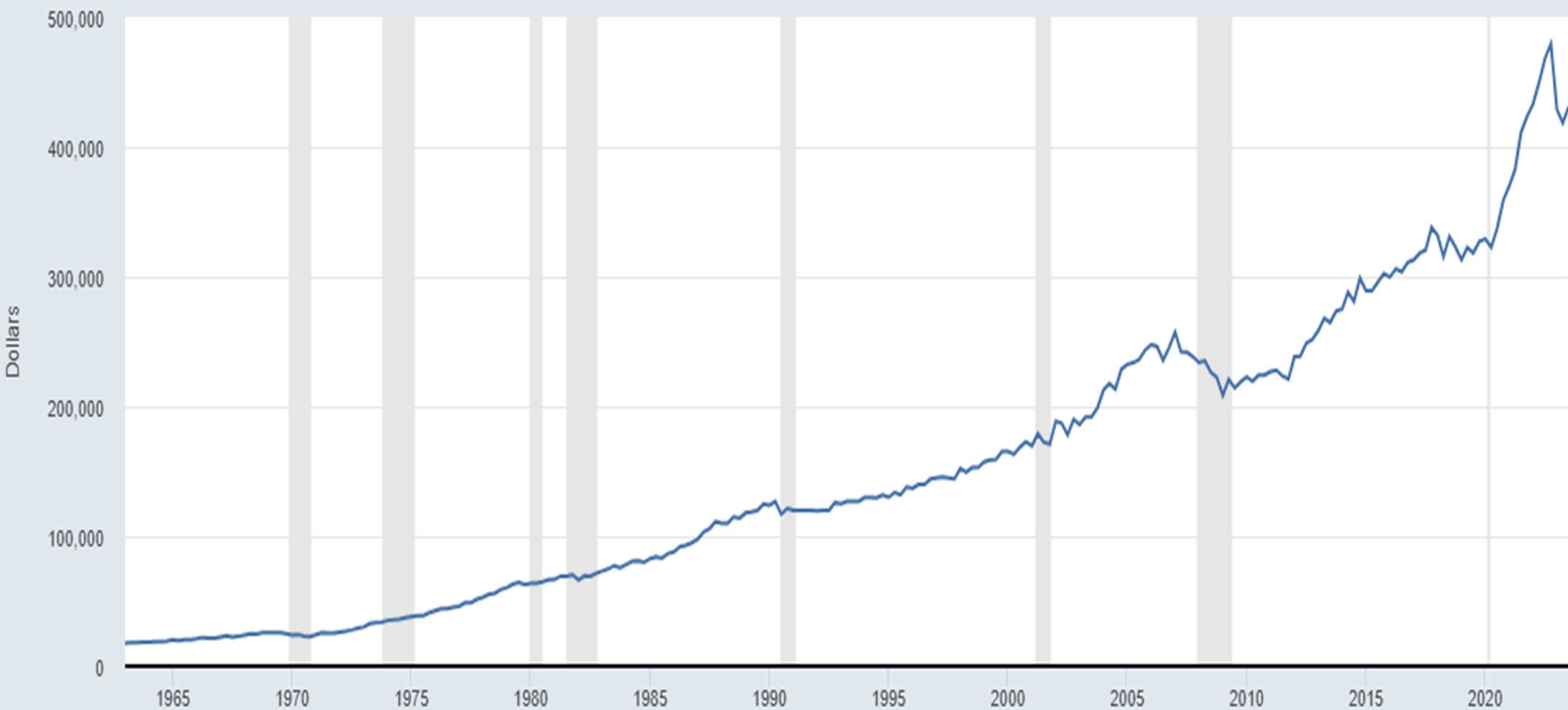
QUAD



\$250k Invested 5 Years Ago



* Annual Numbers



Shaded areas indicate U.S. recessions.

Sources: Census; HUD

fred.stlouisfed.org

Blackstone takes Tricon private in \$3.5bn deal

January 23, 2024 in Private Equity

BY Fraser Tennant

In a major residential real estate deal that takes the North American property company private, Tricon Residential Inc. is to be acquired by private equity giant Blackstone for \$3.5bn.

Under the terms of the definitive agreement, Blackstone will acquire all outstanding common shares of Tricon for \$11.25, approximately C\$15.17, per common share in cash.

Subject to and upon completion of the transaction, Tricon's common shares will no longer be listed on the NYSE or TSX. The company will remain headquartered in Toronto, Ontario.

The acquisition was unanimously recommended by a committee of independent members of Tricon's board of directors. The committee determined that the transaction is in the best interests of Tricon and fair to Tricon shareholders, and recommended that Tricon shareholders vote in favour of the transaction.

"We are proud of the significant and immediate value that this transaction will deliver to our shareholders, while allowing us to continue providing an exceptional rental experience for our residents," said Gary Berman, president and chief executive of Tricon. "Blackstone shares our values and our unwavering commitment to resident satisfaction, and we look forward to benefitting from their expertise and capital as we partner in building thriving communities."

Providing rental homes and apartments, along with resident services through its technology-enabled operating platform and dedicated on-the-ground operating teams, Tricon serves communities in high-growth markets such as Atlanta, Charlotte, Dallas, Tampa and Phoenix, as well as Toronto, Canada.

In addition to managing a single-family rental housing portfolio, Tricon has a single-family rental development platform in the US with approximately 2500 houses under development, as well as numerous land development projects that can support the future development of nearly 21,000 single-family homes.

3 Types of Investors

E3

ENGAGED

E2

ENHANCED

E1

EFFECTIVE



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PASSIVE INCOME PLAYBOOK

Make the Best Financial Decision of the Year!

Southern Impression Homes Investor Builder Incentives

10/6 ARM (30 Yr Amort.) Finance Options

Limited Time Offer - Available on contracts signed between 1/10/24 and 2/16/24

Option 1

4.25% Interest Rate

2.75% Buyer Paid Points

2 Yrs Free Property Mgmt

Seller Paid
Closing Cost
0.00%

Option 2

Most
Popular

4.75% Interest Rate

1.50% Buyer Paid Points

2 Yrs Free Property Mgmt

Seller Paid
Closing Cost
0.00%

Option 3

5.25% Interest Rate

0.50% Buyer Paid Points

2 Yrs Free Property Mgmt

Seller Paid
Closing Cost
0.00%

\$80K

MINIMUM INVESTMENT



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OUR NUMBERS

\$700M

ASSETS UNDER MANAGEMENT



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OUR NUMBERS

\$46M+

ANNUAL RECURRING REVENUE



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OUR NUMBERS

\$165M

EQUITY FOR OUR INVESTORS



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OUR NUMBERS

925+
CURRENT INVESTORS



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PASSIVE INCOME **PLAYBOOK**

OUR NUMBERS

8000+
UNITS DEVELOPED



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OUR NUMBERS

8800+
RESIDENTS HOUSED



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OUR NUMBERS

120+
EMPLOYEES



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OUR NUMBERS

5000+
LOTS IN FLORIDA



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OUR NUMBERS

375K
FAMILIES IMPACTED



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Recently acquired by Brightland Homes

Parent organization Sumitomo Forestry

- Brightland Homes 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



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

Brightland
HOMES



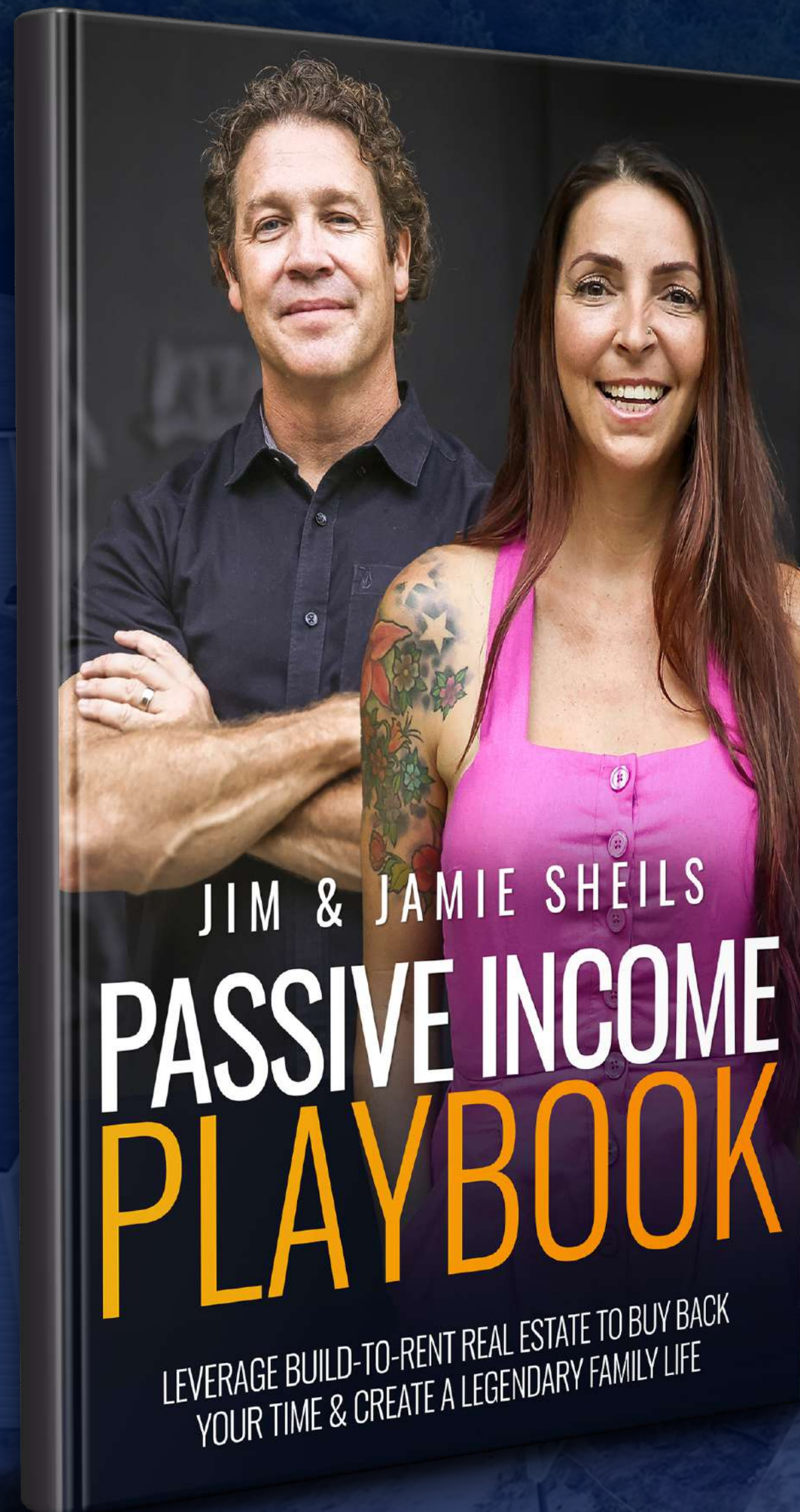


What does this mean for you?

- **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



Invest for the long term

1



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PASSIVE INCOME PLAYBOOK

J&J
Playbook

JIM & JAMIE'S

10 BUILD-TO-RENT INVESTMENT PRINCIPLES

Real estate makes money at least 5 different ways

2



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PASSIVE INCOME **PLAYBOOK**

Invest in good areas and good neighborhoods

3



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Avoid “Fixer Upper” rentals

4



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**Let experts manage
your properties**



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5



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Rental properties are for cash flow not charity

6



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Invest in “Landlord Friendly” states

7

J&J
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



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



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9



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Never stop learning

10





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

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



The 5 Predictable Passive Income Success Indicators



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Economic Growth

Population Growth

Affordability

Desirability

Supply/Demand

Florida has all of them!



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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**



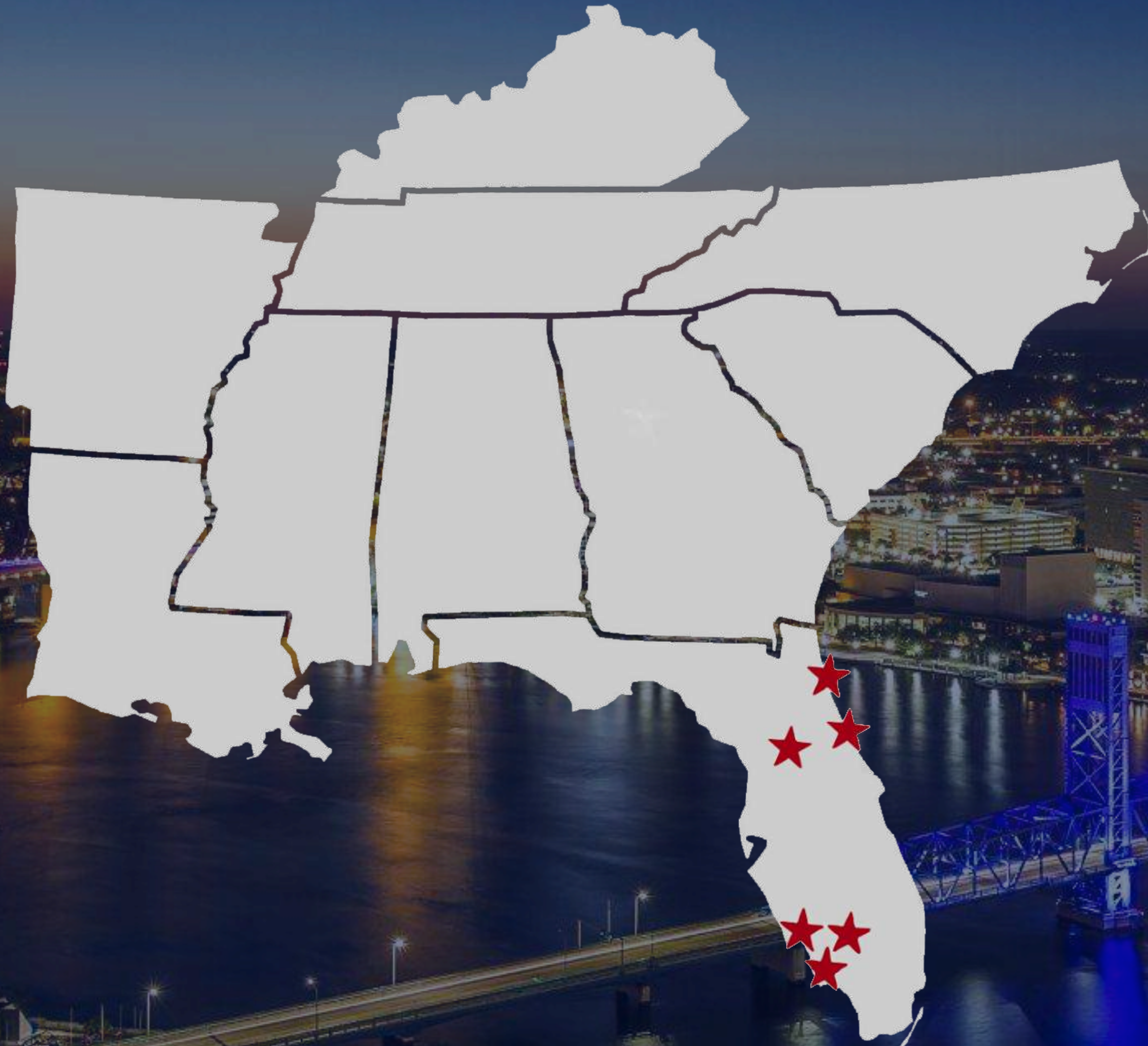
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Desirability



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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What about hurricanes?



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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 the last major hurricane



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

**We provide
all of these
for you**



CASE STUDY

Don Wenner



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CASE STUDY

Don Wenner

\$4 Billion AUM

Family Advisor for Don & Company Leadership Team



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CASE STUDY

Don Wenner

\$40,000,000

Invested in our deals



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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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Homes



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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**



PASSIVE INCOME PLAYBOOK

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



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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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PASSIVE INCOME PLAYBOOK

CASE STUDY

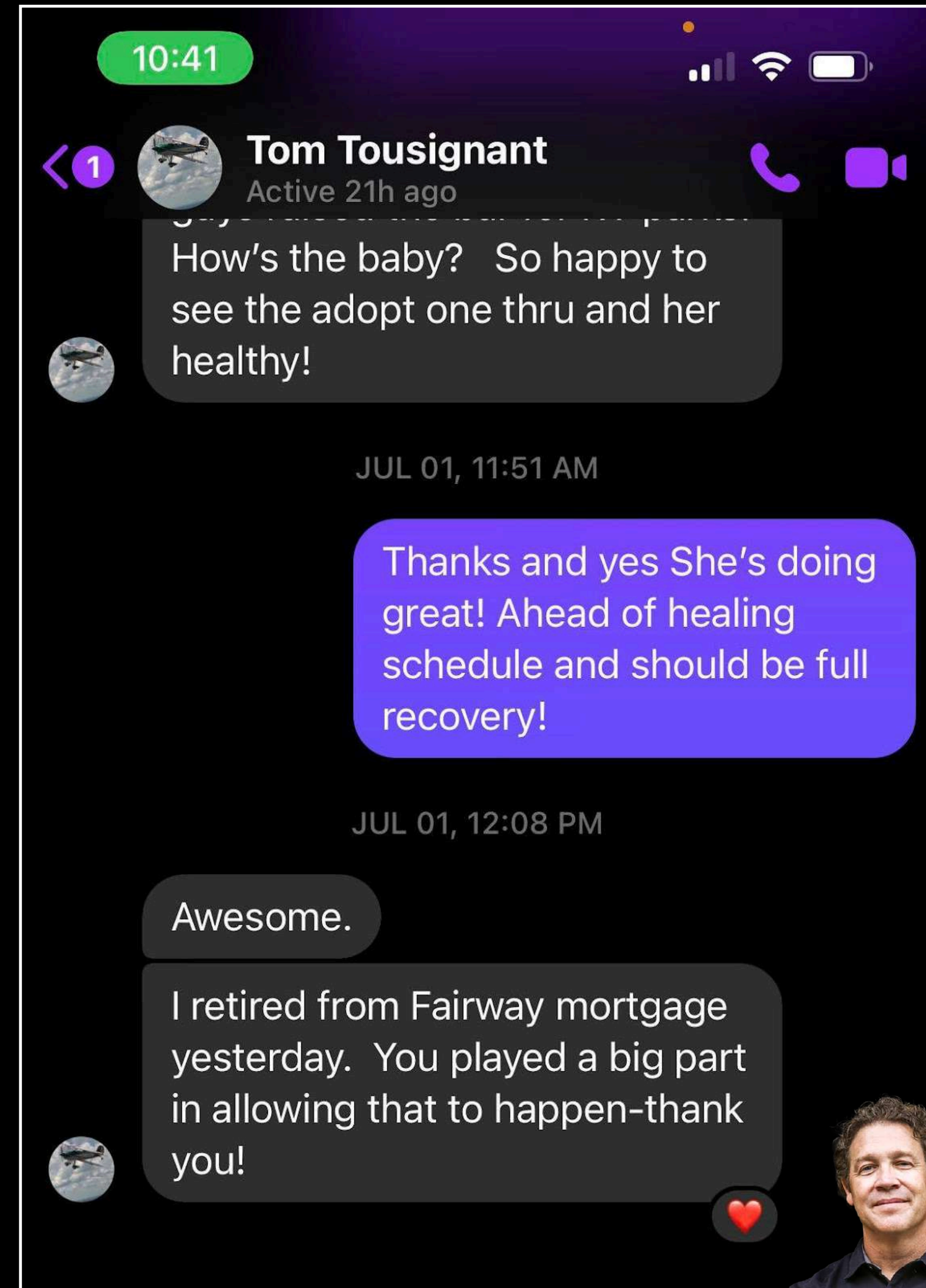
Tom Tousignant



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



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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



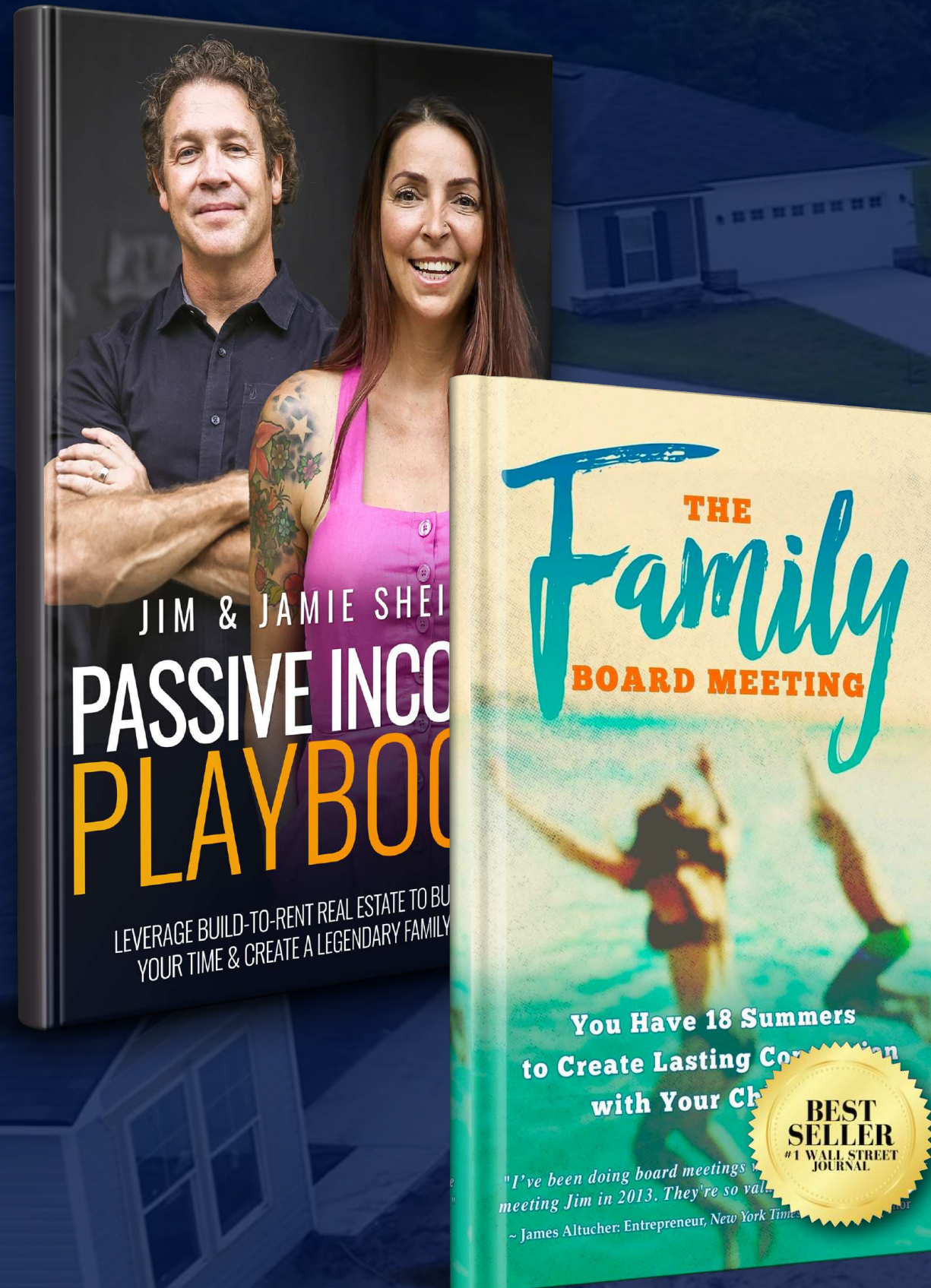
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Get the Slides & Resources

- Copy of the slides
- **FREE** copy of Passive Income Playbook
- **FREE** copy of The Family Board Meeting



LIVE DEALS



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PASSIVE INCOME **PLAYBOOK**

PROFORMA | Ocala FL - Single Family

Ready Now! Ocala FL, 3BR-2BA Pre-Construction

Square Feet	1357
Initial Market Value	\$269,900
Purchase Price	\$269,900
Downpayment	\$67,475
Closing Costs/Rate Buy Down	\$11,134
Initial Lease Up	\$1,241
Initial Cash Invested	\$79,850
Cost per Square Foot	\$179
Monthly Rent per Square Foot	\$1.22



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PASSIVE INCOME PLAYBOOK

PROFORMA | Ocala FL - Single Family

MORTGAGE INFO	
Loan-to-Cost Info	75%
Loan Amount	\$202,425
Monthly Payment	\$1,056
Loan Type	Amoritizing Fixed
Term	30 Y
Interest Rate	4.75%
Monthly PMI	\$0
FINANCIAL INDICATORS	
Debt Coverage Ratio	1.22
Annual Gross Rent Multiplier	14
Monthly Gross Rent Multiplier	163
Capitalization Rate	5.7%
Cash on Cash Return	3.6%
Y1 Cash on Cash (w/Tax Savings)	7.7%
Estimated Profit - 5 Year Hold	\$93,214
5 Year Hold IRR	22.3%

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



PROFORMA | Jacksonville - Duplex

Ready Now! Concrete Block 4 BR, 4BA Duplex, Jacksonville, FL 32164

Square Feet	2076
Initial Market Value	\$449,900
Purchase Price	\$449,900
Downpayment	\$112,475
Closing Costs/Rate Buy Down	\$18,558
Initial Lease Up	\$1,943
Initial Cash Invested	\$132,976
Cost per Square Foot	\$217
Monthly Rent per Square Foot	\$1.25



PROFORMA | Palm Coast - Duplex

MORTGAGE INFO	
Loan-to-Cost Info	75%
Loan Amount	\$337,425
Monthly Payment	\$1,760
Loan Type	Amoritizing Fixed
Term	30 Y
Interest Rate	4.75%
Monthly PMI	\$0
FINANCIAL INDICATORS	
Debt Coverage Ratio	1.10
Annual Gross Rent Multiplier	14
Monthly Gross Rent Multiplier	174
Capitalization Rate	5.2%
Cash on Cash Return	1.6%
Y1 Cash on Cash (w/Tax Savings)	5.7%
Estimated Profit - 5 Year Hold	\$140,964
5 Year Hold IRR	20.0%

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



PROFORMA | Jacksonville FL - Quadplex

Square Feet	3,810
Initial Market Value	\$989,900
Purchase Price	\$989,900
Downpayment	\$247,475
Closing Costs/Rate Buy Down	\$40,833
Initial Lease Up	\$5,535
Initial Cash Invested	\$293,843
Cost per Square Foot	\$260
Monthly Rent per Square Foot	\$1.94



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PROFORMA | Jacksonville FL - Quadplex

MORTGAGE INFO	
Loan-to-Cost Info	75%
Loan Amount	\$742425
Monthly Payment	\$3873
Loan Type	Amoritizing Fixed
Term	30 Y
Interest Rate	4.75%
Monthly PMI	\$0
FINANCIAL INDICATORS	
Debt Coverage Ratio	1.40
Annual Gross Rent Multiplier	11
Monthly Gross Rent Multiplier	134
Capitalization Rate	6.6%
Cash on Cash Return	6.3%
Y1 Cash on Cash (w/Tax Savings)	10.3%
Estimated Profit - 5 Year Hold	\$378,751
5 Year Hold IRR	25.2%

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



Make the Best Financial Decision of the Year!

Southern Impression Homes Investor Builder Incentives

10/6 ARM (30 Yr Amort.) Finance Options

Limited Time Offer - Available on contracts signed between 1/10/24 and 2/16/24

Option 1

4.25% Interest Rate

2.75% Buyer Paid Points

2 Yrs Free Property Mgmt

Seller Paid
Closing Cost
0.00%

Option 2

Most
Popular

4.75% Interest Rate

1.50% Buyer Paid Points

2 Yrs Free Property Mgmt

Seller Paid
Closing Cost
0.00%

Option 3

5.25% Interest Rate

0.50% Buyer Paid Points

2 Yrs Free Property Mgmt

Seller Paid
Closing Cost
0.00%



30 Year Fixed Finance Options

Limited Time Offer - Available on contracts signed between 1/10/24 and 2/16/24

Option 1	Option 2 Most Popular	Option 3
5.00% Interest Rate	5.25% Interest Rate	5.75% Interest Rate
1.50% Buyer Paid Points	0.50% Buyer Paid Points	0.00% Buyer Paid Points
2 Yrs Free Property Mgmt	2 Yrs Free Property Mgmt	2 Yrs Free Property Mgmt
Seller Paid Closing Cost 0.00%	Seller Paid Closing Cost 0.00%	Seller Paid Closing Cost 1.50%

10/6 ARM (30 Year Amortization) • Option 1 - 6.059% APR, Option 2 - 6.257% APR, Option 3 - 6.479% APR
30 Year Fixed • Option 1 - 5.243% APR, Option 2 - 5.152% APR, Option 3 - 5.862% APR
See Contract Addendum for Terms and Details

*Built by Investors.
For Investors.*



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Join Our Growing Passive Income Family



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Meet with us today!



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