



## COMPANY PROFILE

Why Tricap

Leadership

Investment Strategy

Investment Track Record

Owned & Managed Properties



# HELPING PEOPLE LIVE BETTER LIVES

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## WHO WE ARE

We are a team of men and women with a relentless dedication to exceptional service and incredible value for our residents.

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## WHAT SETS US APART

Our company at its core is a real estate execution firm. We are finding opportunities, we are creating a vision for where we want to take that opportunity, and we are driving the execution of the deal.





# LEADERSHIP

OUR **TALENTED TEAM** OF REAL ESTATE PROFESSIONALS HAVE AN **UNCANNY** ABILITY TO ANTICIPATE AND IDENTIFY OPPORTUNITIES IN DIVERSE MARKETS. WE CREATE VALUE THROUGH **STRONG MANAGEMENT** AND PUT OUR EXPERIENCE TO WORK AT EACH STAGE OF THE DEAL.

## **Bryan Pritchard** Founder / President

As Founder and CEO of Tricap, Bryan Pritchard enjoys taking on difficult projects that challenge his teammates and encourage growth. Under Bryan's direction, Tricap owns and operates thousands of apartments in communities throughout the Midwest and has completed redevelopment projects ranging from neighborhood walk-ups to major high-rise renovations.

A graduate of the University of Michigan with a B.S. in Mechanical Engineering, Bryan founded Tricap in 2007 as a redeveloper of multi-family properties. The company achieved quick success by repositioning properties through a combination of renovation, enhanced property management and lease-up. Over the years, Bryan built Tricap into a multifaceted organization that develops, manages and leases thousands of apartments. Specializing in "value add" renovations, Tricap also has extensive experience and

expertise in new construction.

Bringing an "owner's perspective" to Tricap and personifying the company's approach to the real estate business, Bryan values innovation and cohesiveness as a way to bring success to each of his company's projects. Tricap only operates properties the company owns, utilizing the best available digital tools to assist both the Tricap management team and apartment residents.

Today, Bryan's career transactions are in excess of \$400,000,000. Bryan lives in Chicago with his wife and two children. He is a member of the Young Presidents Organization and was formerly President of the Lincoln Park Builders of Chicago.

*"The secret of success is to understand the point of view of others."*  
— Henry Ford



# SENIOR LEADERSHIP TEAM

INTEGRITY, TRUST, AND HARD WORK PUSH OUR **DEDICATED TEAM**  
AHEAD, OUR **GOALS AND COMMITMENT** HOLD US TOGETHER.



**Cassandra Durham**  
**INTEGRATOR**

Cassandra oversees the people, systems, and process for Tricap. Her keen sense of people allows her to keep a pulse on the heartbeat of the company. Cassie's prior experience is in managing ultra-high net worth Family Office services with a focus on Real Estate and Property Management.



**Suzanne Hopson**  
**DIRECTOR OF PROPERTY MANAGEMENT**

A property management veteran, Suzanne began her career in 1989, as an on-site professional leasing specialist. She has held several positions throughout her career including Senior Regional Manager, Business Developer, Lease-Up Director, and Director of Marketing and Training.



**Joe Palomino**  
**DIRECTOR OF ACQUISITION AND DEVELOPMENT**

Joe oversees all aspects of the acquisition pipeline and value add strategies for each property in the Tricap portfolio. Joe's organized and process-oriented approach allows him to vet new opportunities and effectively execute the business plan for each property acquisition.

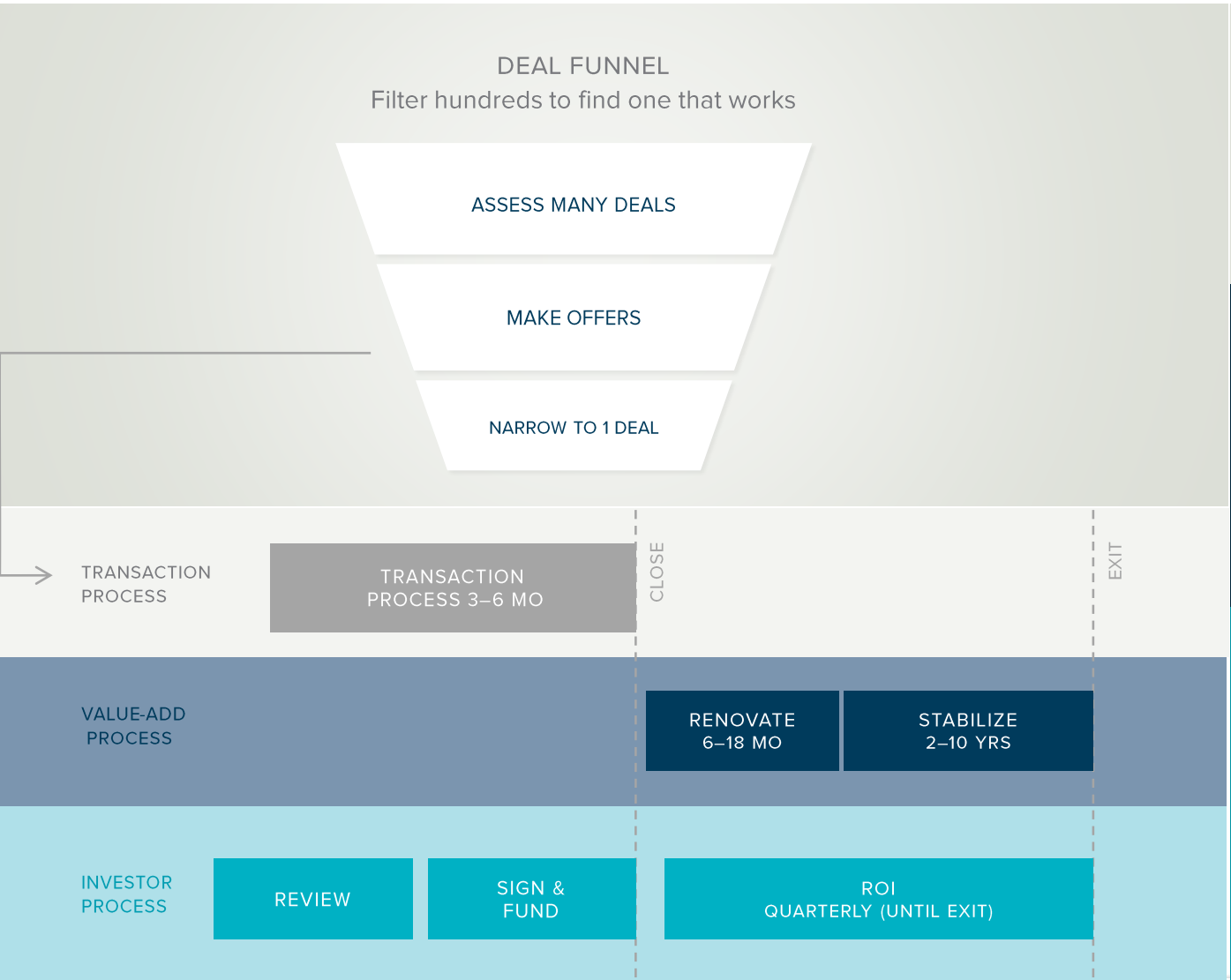


**Max Keate**  
**DIRECTOR OF FINANCE**

As the Director of Finance, Max oversees all aspects of accounting, investment reporting, and cash management. Prior to joining Tricap, Max was a Finance Manager at Heitman in the North American Private Equity Group. His main duties included investor reporting and preparing valuations of real estate and debt. Max received his bachelors degree from Indiana University (Bloomington) with majors in Finance and Accounting. He is a CFA charterholder as well as a CPA.

# TRICAP PROVEN INVESTMENT PROCESS

YEARS OF EXPERIENCE HAVE SCULPTED AN INVESTMENT PROCESS THAT IS SIMPLE, YET EFFECTIVE, FOR OUR INVESTORS AND INVESTMENTS.



## TRANSACTION PROCESS

3-6 MO



### Evaluate

Detailed physical and financial due diligence.



### Capitalize

Source debt and equity investments.



### Execute

Close the deal and execute the business plan.

## VALUE-ADD PROCESS

6-18 MO

Our vertically integrated value enhancements include renovations, leasing, and streamlined operations.

### Renovate

Upgrades to interior units, common areas, and amenities.

### Lease

Professional sales & marketing drives increased revenue.

### Optimize

Experienced management and system integrations.

## INVESTOR PROCESS

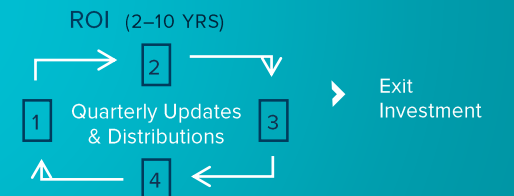
2-10 YRS

Conservative underwriting and transparent business plans are the cornerstone of our investments.

Simple Investor Process (30-60 DAYS)

- 1 Notice of Investment Opportunity
- 2 Review Investment & Legal Docs
- 3 Execute Docs & Fund Investment

CLOSE



# OUR OPPORTUNITY FUNNEL

WE EVALUATE HUNDREDS OF DEALS TO FIND THE BEST OPPORTUNITY FOR LONG-TERM VALUE CREATION.

A disciplined acquisition process is the foundation of a well-executed business plan.

## ASSESSMENT AND UNDERWRITING

Great investments start with strong underwriting. We do our homework to determine which opportunities are worth pursuing.

### Financial Due Diligence

- Assess market rents
- Verify property expenses
- Analyze risk factors

### Physical Inspections

- Prepare renovation budgets
- Project long-term physical needs
- Engage professional engineers

### Capitalization

- Procure lender term sheets
- Project equity returns

## OFFER AND NEGOTIATE

Smart underwriting leads to competitive offers. We may not win every deal, but we are confident in our analysis.

### Disciplined Offers

- Maintain fiscal responsibility
- Conservative execution timelines

### Efficient Execution

- No games
- We hold ourselves and the seller responsible

## EXECUTE THE DEAL

- Verify assumptions
- Capitalize the investment
- Execute the business plan

# CORE COMPETENCIES

OUR **TALENTED TEAM** OF REAL ESTATE PROFESSIONALS HAVE **AN UNCANNY** ABILITY TO ANTICIPATE AND IDENTIFY OPPORTUNITIES IN DIVERSE MARKETS. WE CREATE VALUE THROUGH **STRONG MANAGEMENT** AND PUT OUR EXPERIENCE TO WORK AT EACH STAGE OF THE DEAL.

### Capital Markets & Finance

Debt and equity capitalizations with a focus on conservative investment structure that is downside protected. Financial reporting capabilities allow for real-time asset management and investment analysis.

### Construction & Renovation

Experience budgeting, scheduling, and project management allows for on-time delivery of apartments and high-quality product for our residents.

INVESTMENT OPPORTUNITY



CONSTRUCTION & RENOVATION



RETURN ON INVESTMENT & VALUE CREATION

### Property Management

“Boots on the ground” team that controls every aspect of the management of the property. Focus on customer satisfaction increases lease and retention rates.

### People & Culture

In a people intensive business, culture and employee engagement are the difference between good and great companies. Our focus on team allows us to exceed expectations of our residents, partners, and investors



# OUR PROPERTIES

WE DEDICATE OURSELVES TO YOUR RESIDENTS AND COMMUNITY BY CONSISTENTLY PROVIDING INCREDIBLE CUSTOMER SERVICE, TREMENDOUS VALUE, AND A COMFORTABLE LIVING ENVIRONMENT.

2394

Total Units Managed

6

States Covered

15

Managed Communities

Property Name	No. of Units	Property Name	No. of Units
Hampshire Park	186	Southside Flats	40
Ravenswood Gardens	151	Haven Woodridge	122
Residences of Sawmill Park	120	Haven Crystal Lake	80
Everett Hyde Park	98	Haven St. Charles	71
5454 S. Everett	32	Haven Hobart	300
Worthington Woods	96	Haven Franklin Park	128
Hermitage Garden	73	Haven Hoffman Estates	550
Links at Reads Lake	66	Element Hoover	323
<b>Total Units Under Management:</b>			<b>2,436</b>





# COMPANY OVERVIEW

DOING WHAT YOU LOVE, WITH PEOPLE YOU LIKE AND RESPECT, MAKE A DIFFERENCE IN THE WORLD, BE APPROPRIATELY COMPENSATED, WITH TIME FOR OTHER PASSIONS.

CORE VALUES

- 01 BE AN HONEST, HUMBLE PROFESSIONAL**  
Do the right thing, always. Nobody is bigger than the team.
- 02 TAKE OWNERSHIP**  
Be accountable. Take pride in your work. Take the initiative to solve problems.
- 03 EXCEED EXPECTATIONS**  
Be resourceful. Constantly seek ways to improve. Go above and beyond.

- 70+ EMPLOYEES
- INC. 5000 AWARD WINNER
- 95% CEO RATING ON GLASS DOOR

- MULTI-YEAR “SUPERIOR RESIDENT SATISFACTION” AWARD WINNER
- 8.6/10 EMPLOYEE HAPPINESS SCORES



## TRICAP RESIDENTIAL GROUP REVIEWS

