



EMERY LANE

HOMES

EMERYLANEHOMES.COM

(602) 956-3502

INFO@EMERYLANEHOMES.COM

live life on the lane

01

INVESTOR UPDATE 2021

Opportunity lives on the Lane.



Single Family.
Multi-Family.
Commercial.
Diversification.

Development is in our blood, and we see an abundance of opportunities around every corner.

As we continue to grow our projects include a healthy mix of Single Family Residential, Multifamily and Commercial developments. Our team of real estate advisors are constantly on the hunt for acquisitions that make sense and offer our investors the highest return on their investments.

Diversification and continued brand recognition is paving the path for continued success on the lane.



03



Homes designed for the Modern Family Lifestyle

Since its inception, Emery Lane Homes has incorporated habits of the modern family lifestyle into each of its homes. That mantra combined with a collective 50 years of homebuilding experience have led to explosive growth and brand recognition within the marketplace.

The Founders

Homes and businesses cannot be built without a strong foundation.

Partners Richard Cardenas and Chad Klock have 50+ years of collective experience in development and a proven track record of success.



RICHARD CARDENAS
GC, CO-FOUNDER

There is nothing more important when selecting a home than the quality of the builder behind it. Richard Cardenas, Co-Founder of Emery Lane brings over 30 years of experience as a General Contractor and Developer who has built ground up or remodeled close to 800 homes across the country. Quality, teamwork and a commitment to his craft have distinguished Richard as one of the top builders in Phoenix.



CHAD KLOCK
REALTOR®, CO-FOUNDER

As a seasoned Realtor and Developer, Chad has been wired into the Phoenix market for close to a decade. With a sharp eye for opportunity and a background in finance and representing home builders, Chad has closed over \$75 million in residential real estate in Phoenix in the last three years.



The Proof

Over 95% of Emery Lane homes have pre-sold before completion. A testament to quality design and construction, as well as marketing and brand recognition, the Emery Lane name is building a following of realtors and buyers who feel confident in the product and process that comes with each of our homes.

05



Our Investors

Our investors typically see a 10-12% rate of return on their investments quarterly.

The Future

Emery Lane Homes is looking to raise capital in order to expand and continue acquisitions in the single family residential, residential rental, multifamily and commercial markets, as well as to continue strategic hiring for internal staff and trades.

The Goal

It is the goal of Emery Lane to have \$40M deployed in working capital actively in the marketplace in the next five years.

- Over \$20M in real estate transactions in the previous 18 months.
- Investors typically see 10% -12% ROI paid quarterly and hold secured positions on Emery Lane Homes.
- On average, Emery Lane Homes are pre-sold due to innovative marketing and brand recognition.
- 20 projects currently in process with an estimated value of over \$25M

Emery Lane By the Numbers



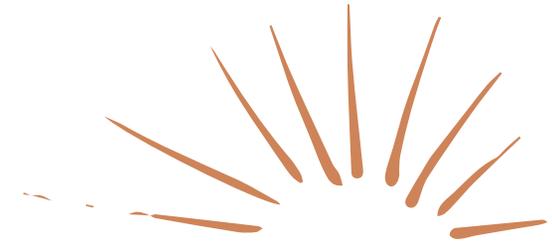
07

The Future

Emery Lane currently has 20 projects in development including a portfolio of residential rentals, luxury single family residential, multi family projects and commercial developments.



Current Investment Opportunities



CANYON HEIGHTS

APARTMENT COMPLEX
DEER VALLEY

CANYON HEIGHTS

APARTMENT COMPLEX
DEER VALLEY

Canyon Heights is a 24 unit B class apartment complex in Deer Valley, to the North of Metro Phoenix.

Emery Lane Homes is looking for investors to fund the construction of the project in the amount of \$3.25m. The combination of a preferred return and equity position will allow Investors to see between 18-22% ROI over the course of the project.

The goal for the complex is a sale between \$4.5m - \$5m depending on current market pricing.

**Detailed proforma available for review.



12

Commercial Real Estate

Warehouses, apartments dominate Valley's top-dollar construction starts in October

4763 N 53rd Street

Emery Lane's latest residential acquisition is 4763 N 53rd Street, an over 1-acre parcel at the base of the south side of Camelback Mountain.

With stunning views and surrounded by multi-million dollar luxury residences, this contemporary masterpiece will be a sought after property with a high probability of a pre-market sale.

Emery Lane is looking for investors to fund project construction, As of January 2021, Premarket sales price is estimated to be \$3.5m

Investors typically see 10-12% return on investment quarterly.

**Detailed proforma available for review.

- Contemporary Hillside
- 5500+ sq feet
- 1.13 acres
- 5 bedroom
- 6 bathrooms
- Fireplace
- 800 sq ft Casita
- Office
- Gym
- Home theatre
- Mountain Views



conceptual renderings



conceptual renderings

Residential Real Estate - By the Numbers

Valley homebuilder permits up 16% as new homes sell at rapid rate

Investing in Emery Lane

Ten Employees. Dozens of Trades. One Family.



What started with two partners and one project in 2017 has grown into a well known and locally recognized homebuilding brand in upscale neighborhoods throughout Phoenix.

After record growth, 2021 is gearing up to be our most successful year to date.

With 25 active projects and acquisitions being scouted daily, Emery Lane Homes is making continued investment in growing our brand and innovative marketing technologies.

We are starting 2021 with a new focus on content, social media, and cutting-edge listing technology. Emery Lane Homes is looking for general capital to help support our explosive growth. With the ability to acquire new team members, more trades, and additional vendors, we will continue to grow and scale the already solid Emery Lane Homes Brand.

Testimonials



Our Investors:

"There are three things I look for when I consider investing with a home builder. Transparency, guaranteed return on investment and quality of product. Emery Lane checks all of these boxes and then some, which is why I have invested with them on several projects".

- Steve I.

"Richard and Chad are great to work with, smart and deliver a great product and guaranteed return on my investment. I have invested with them on four projects so far, and will continue to work with them in the future".

- Matt



Our Clients:

"As I have said, this was the best homebuilding experience we have ever had and the finished product exceeded all our expectations. The team at Emery Lane knocked it out of the park. We are eternally grateful".

- Steve and Kelli L

"We moved into our home before it was even complete that is how excited we were. And we were lucky enough to have moved in and gotten settled before Covid hit. I cannot express how much we love our home and how thankful we have been to have a beautiful house to be quarantined in during this time. It has been life changing for all of us".

- Lisa and Dan



Get in Touch

Contact us

Richard Cardenas
richard@emerylanehomes.com

Chad Klock
chad@emerylanehomes.com