

Investor Update | 2022



# EMERY LANE

## HOMES

*Live Life on the Lane*

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[emerylanehomes.com](http://emerylanehomes.com) | 602-956-3502 | 4643 E Thomas Rd. Suite 1 Phoenix, AZ 85018





Opportunity lives on the

*Lane*

Multi-Family  
Luxury Residential  
Commercial  
Large Renovations  
Diversification

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

As we continue to grow, our projects will include a healthy mix of single-family residential, multi-family, commercial, & very few large-scale remodels. Our team of real estate advisors are constantly on the hunt for acquisitions that make sense & offer our investors the highest return on their investments. Diversification & continued brand recognition is paving the path for continued success on the Lane.

Emery Lane Homes



# 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 & brand recognition within the marketplace.

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Homes & businesses cannot be built without a strong foundation.

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

# THE FOUNDERS

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### Richard Cardenas

#### General Contractor, 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 20 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.

Richard is a long-time resident of Phoenix and a father of four. When he's not in the field checking on projects, you can find him on the soccer field where he coaches a local Varsity high school team.



### Chad Klock

#### REALTOR®, Co-Founder

As a seasoned Realtor and Developer, Chad has been wired into the Phoenix market for over a decade. With a sharp eye for opportunity and a background in finance and representing home builders, Chad has bought and sold over \$150m in single-family, multi-family, and commercial real estate in the previous 6 years.

A South Dakota native and former collegiate basketball player, Chad is always on the go working tirelessly for his clients and looking for the next great project for Emery Lane Homes. You can always catch him hooping or spending time with his wife & 3 kids.



# THE PROOF

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

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Emery Lane Homes

## OUR INVESTORS

Our investors typically see a 8%-10% return on their investments quarterly.

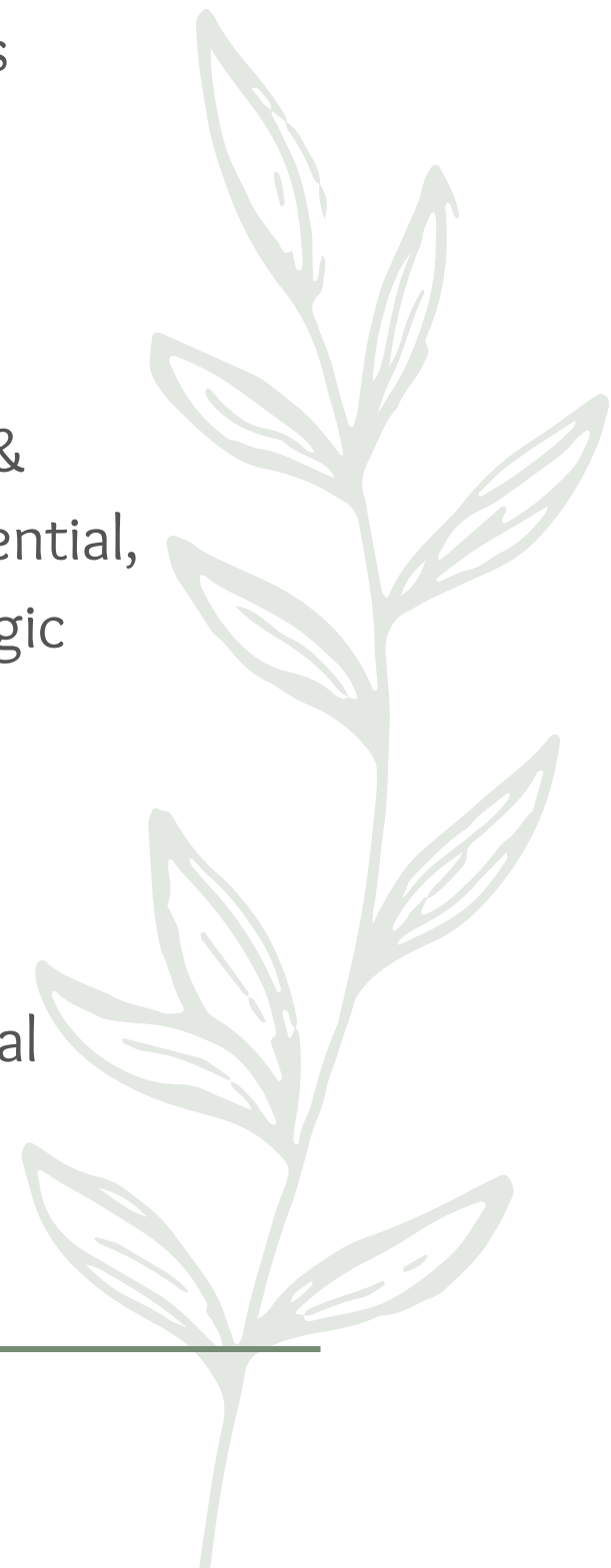
## THE FUTURE

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

## THE GOAL

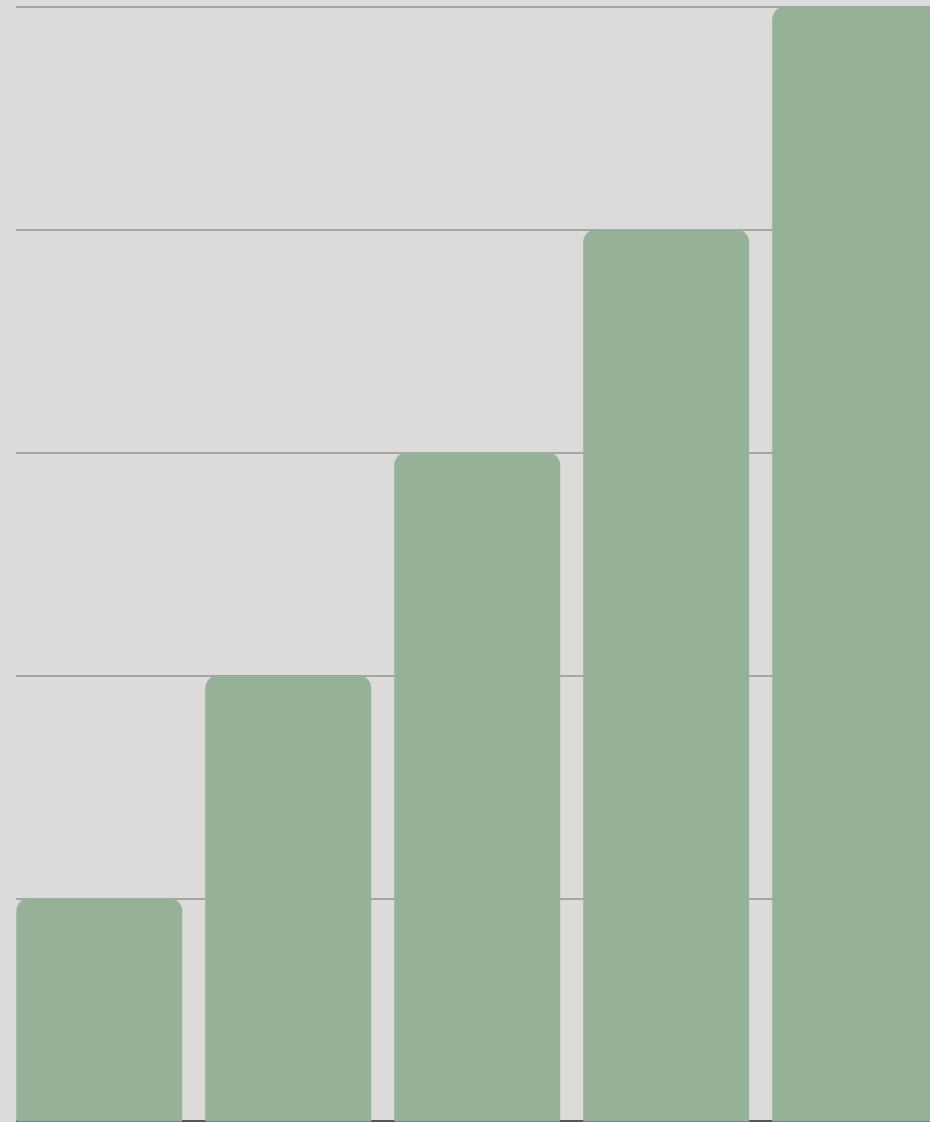
It is Emery Lane's goal to have \$250m deployed in working capital actively in the marketplace in the next 3 years.

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# EMERY LANE BY THE NUMBERS



Emery Lane Homes is projected to grow exponentially within the next 5 years.

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Emery Lane Homes

**8%-10%**

AVG INVESTOR'S  
QUARTERLY ROI

**\$40M**

CLOSED TRANSACTIONS  
IN LAST 18 MONTHS

**30+**

PROJECTS CURRENTLY  
IN PROGRESS

**\$125M+**

ESTIMATED VALUE OF  
CURRENT PROJECTS



# THE FUTURE

Emery Lane currently has over 30 projects in development including a portfolio of residential rentals, luxury single-family residential, build-to-suit renovations, multi-family & commercial.

Emery Lane Homes

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What started with 2 partners & 1 project  
In 2017 has grown into a well-known &  
locally recognized homebuilding brand in  
upscale neighborhoods throughout  
Phoenix.

Emery Lane Homes



## 18 EMPLOYEES. DOZENS OF TRADES. ONE FAMILY.

After record growth, 2022 is gearing up to be our most successful year to date.

With 30+ active projects & acquisitions being scouted daily, ELH is making continued investment in growing our brand & innovative marketing technologies.

We are starting 2022 with a new focus on content, social media, & cutting-edge listing technology. ELH is looking for general capital to help support our explosive growth. With the ability to acquire new team members, more trades, & additional vendors, we will continue to grow & scale the already solid Emery Lane Homes.





# TESTIMONIALS

## INVESTORS

"There are 3 things I look for when I consider investing with a home builder. Transparency, guaranteed return on investment, & quality of the product. Emery Lane checks all of these boxes & then some, which is why I continue to invest with them on several projects."

~ Steve I

"Richard & Chad are great to work with, smart & deliver a great product & guaranteed return on my investment. I have Invested with them on 5 projects so far, & will continue to work with them in the future."

~ Matt

## CLIENTS

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

~ Steve & Kelli

"We moved into our home before it was even completed, that's how excited we were. And we were lucky enough to have moved in & gotten settled before COVID hit. I cannot express how much we loved our home & 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 & Dan





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GET IN TOUCH

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