



THE PLACEMENT FUNDS

Unlock the Potential of Real Estate Investment with The Placement Fund

by Jake Michel | Managing Partner

[Explore More](#)

www.theplacementfund.com



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JAKE MICHEL

Managing Partner, The Placement Fund

Jake Michel is a seasoned leader with expertise spanning real estate, financial services, and technology. His entrepreneurial drive has fueled the establishment and growth of multiple market-leading ventures. Notably, Jake led a specialty pharmacy management company to \$26M in revenue within two years and achieved a 200% increase in accounts for a technology company in just six months.

With a career start in financial services in 2006, Jake excelled in marketing and sales of diverse financial products. As a Credit Manager, he demonstrated a knack for driving growth and navigating complex regulatory environments.

Currently, Jake focuses on multifamily syndications, aiming to democratize wealth creation through real estate. His strategic insight and operational efficiency continue to deliver significant growth and diversified investment portfolios for investors, driving The Placement Fund to new heights.

ABOUT US

We pool capital together and invest to help people build wealth and prepare for retirement.

- We offer innovative real estate investment strategies, quickly investing in high-value assets with expert acquisition and management.
- Our proactive approach mitigates volatility, delivering consistent returns for investors.
- Leveraging enduring relationships and meticulous vetting, we target stabilized multifamily properties across vibrant communities.
- We ensure dependable cash flows and optimal performance.



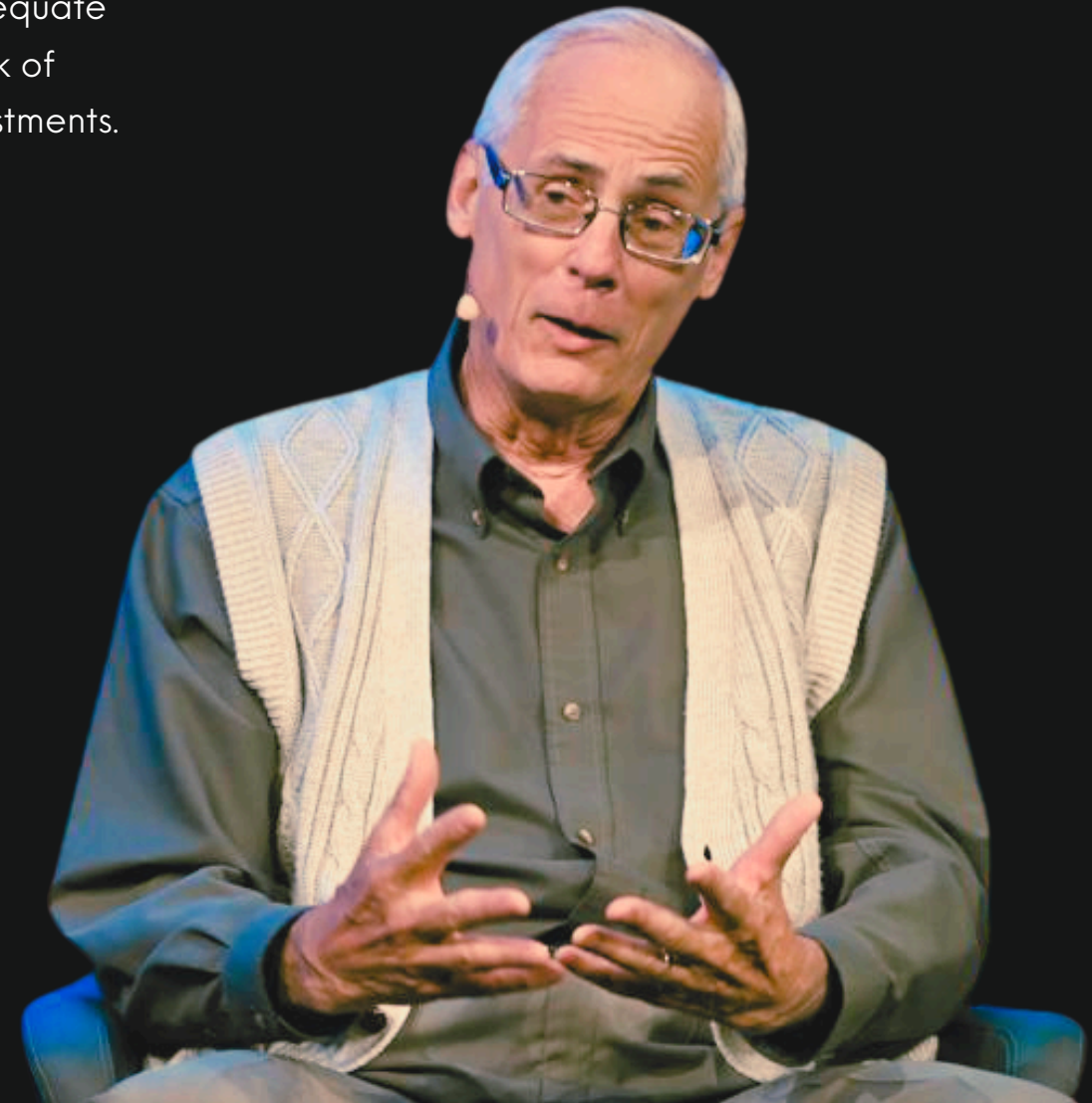
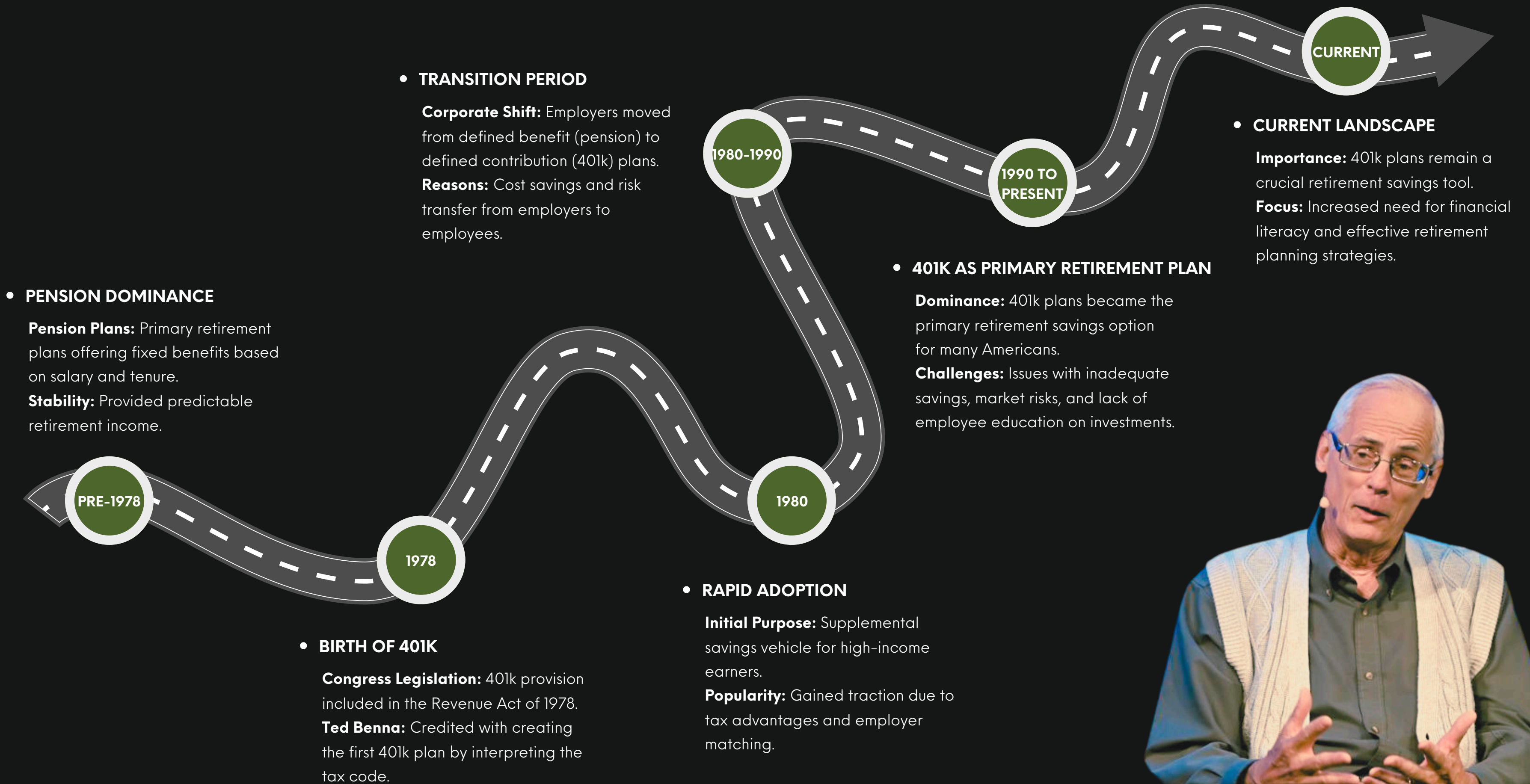
- UNDERSTANDING THE 401K

“Is the 401K really designed to be your primary form of retirement?”

Debunking Myths & Clarifying Facts



History of 401K





WHY LOSSES ARE TWICE AS BAD AS GAINS



LET'S SAY

\$100,000

Into the Market



Market Rebound

to 50%



How much do you have left?



Market Correction

50% Reduction
\$100,000 turns \$50,000

\$75,000

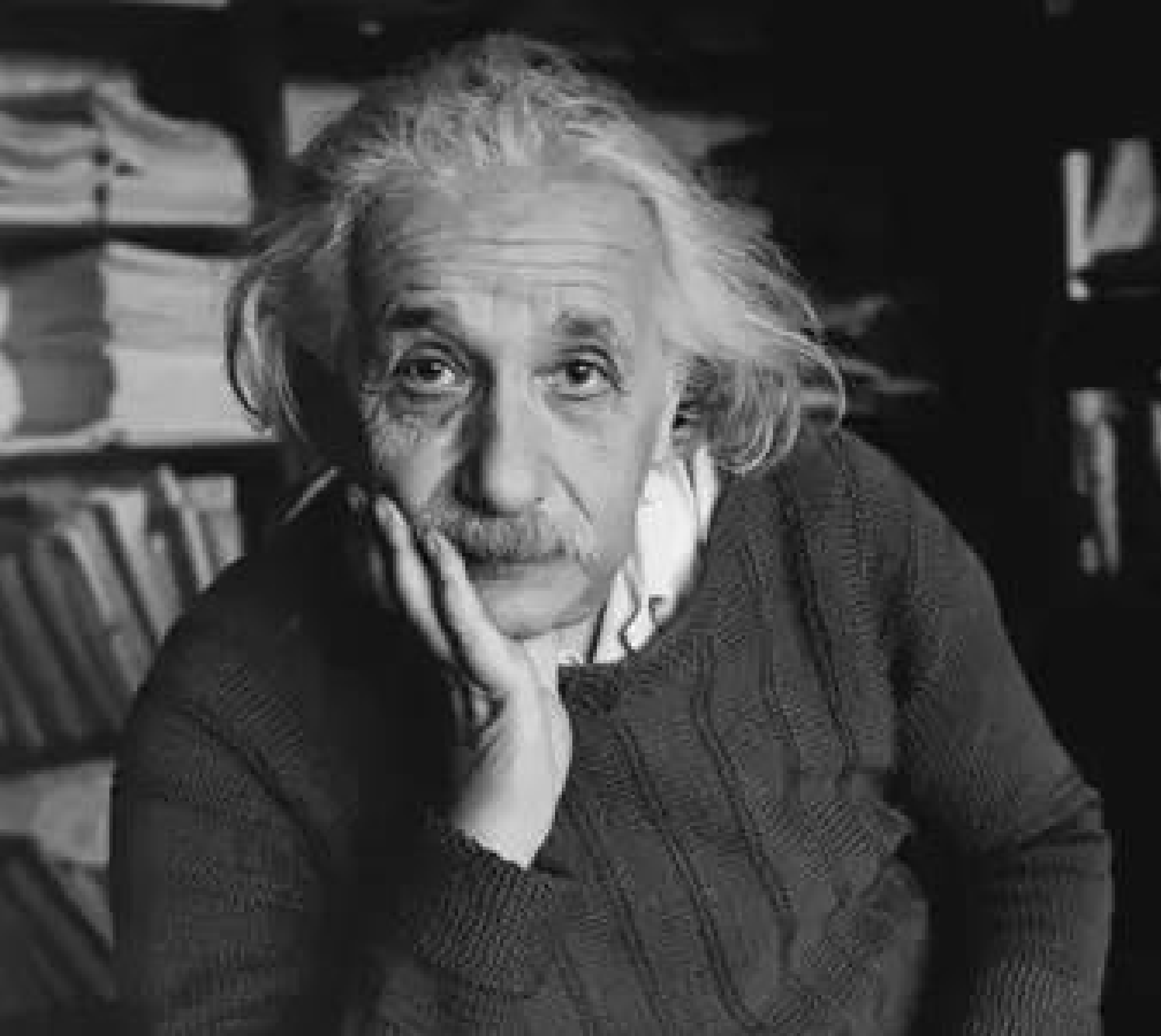
-\$25,000

LOSS

- THE RULE OF 72

**THAT'S WHY IT'S VERY IMPORTANT TO KNOW THE POWER
OF COMPOUNDING INTEREST**





“Compound interest is the eighth wonder of the world. He who understands it, earns it. He who doesn't, pays it.

Albert Einstein

- **The Rule of 72**

The Rule of 72 is a simple way to determine how long an investment will take to double given a fixed annual rate of interest. Its formula is simple and gives investors a rough estimate of how many years it will take for the initial investment to duplicate itself.

Formula:

$$t \approx \frac{72}{r}$$

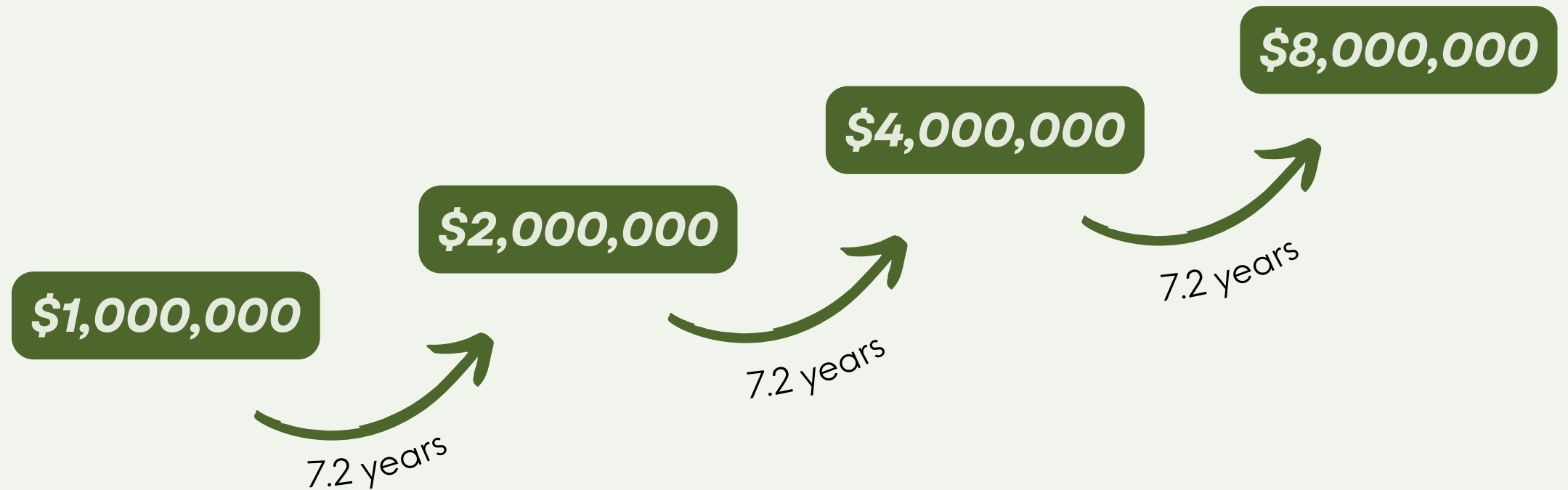
t = number of periods required to double an investment's value

r = interest rate per period, as a percentage

Let's say...

You invested \$1M at an interest rate of 10%. How long will it take to double?

Let's make it simple



Why

MULTIFAMILY

REAL ESTATE INVESTING

■ The Placement Fund

Why Multifamily Real Estate?

- Diverse revenue streams
- Economies of scale
- Built-in risk mitigation through multiple rental units
- Easier management efficiency
- Stronger cash flow stability
- High demand in rental markets



Geographic Focus

Our investment strategy emphasizes the importance of geographic focus and meticulous market analysis. By targeting regions with low property taxes and vibrant working-class communities, we ensure a stable tenant base and sustainable rental income.

Our fund adopts a targeted investment strategy, focusing primarily on multifamily properties while also considering residential, commercial, and structured lending opportunities. This diversified approach allows us to capitalize on emerging market trends while mitigating risk through asset diversification.



- Why Multifamily

High Home Prices



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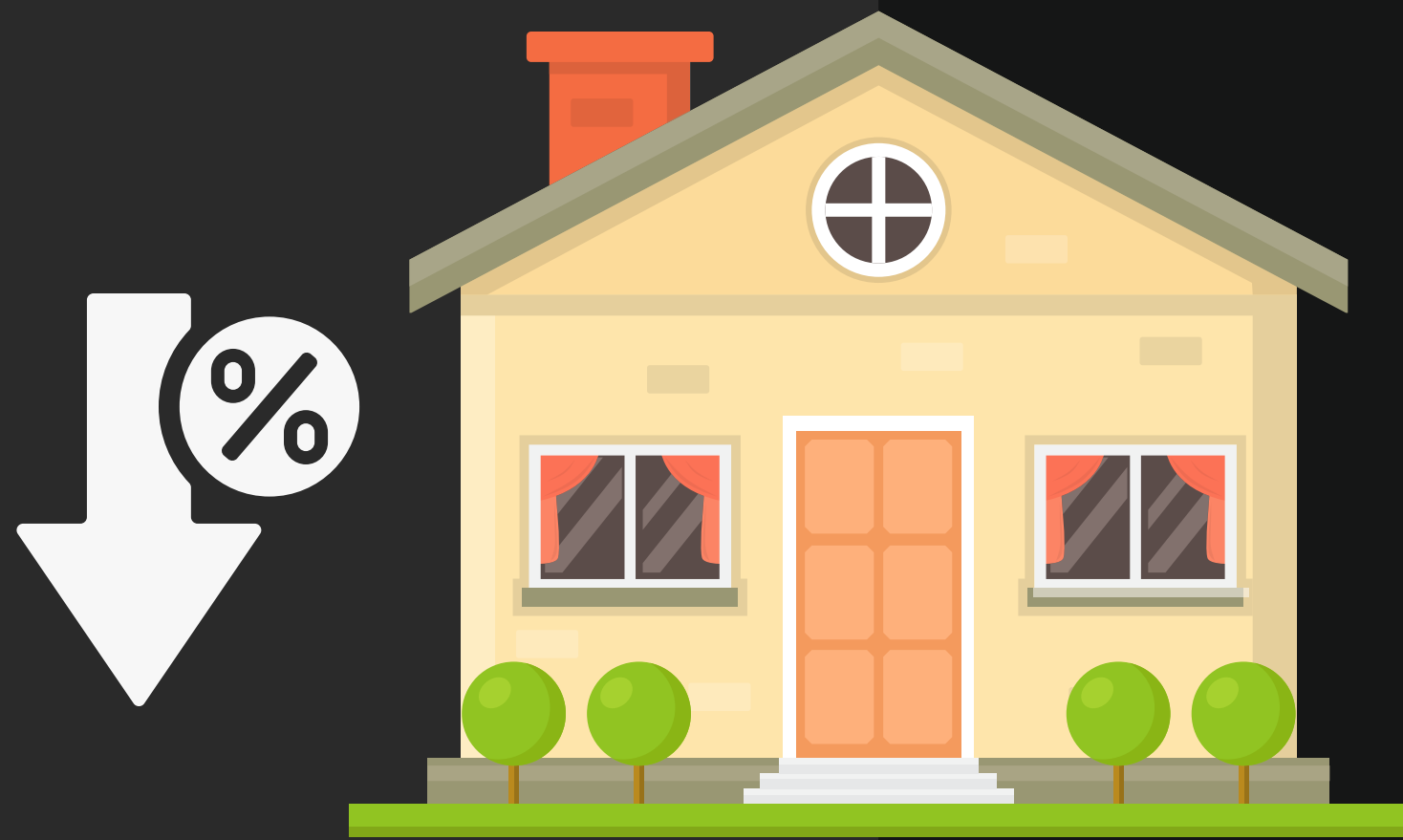
Affordability is difficult



In markets where home prices are prohibitively high, the affordability of down payments becomes a significant barrier to homeownership. Consequently, many individuals and families opt for the flexibility and accessibility of rental properties.

- Why Multifamily

Low Home Prices



=

High Interest rates

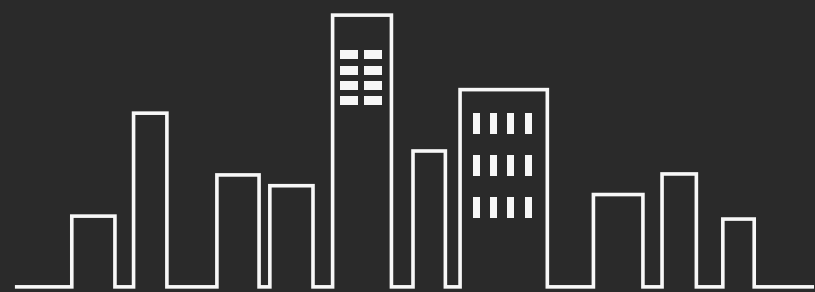


Conversely, during periods of low home prices coupled with high interest rates, the burden of monthly mortgage payments escalates. This financial strain often drives individuals towards renting as a more viable housing option.

PREFERENCE FOR RENTING

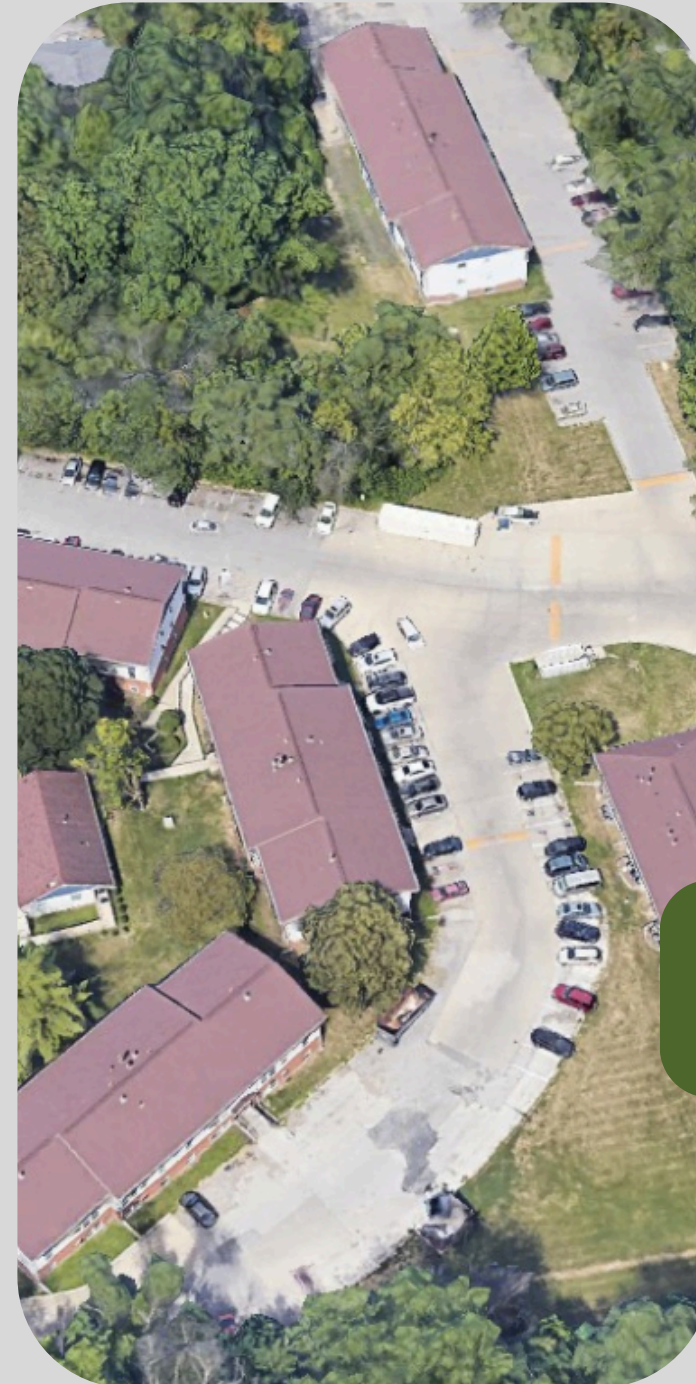
The 2007 real estate crash has profoundly shaped young adults' housing preferences, fostering greater risk aversion and a preference for the security and flexibility of rental accommodations. As demographics evolve, younger generations prioritize experiences and flexibility, driving demand for rental options. This reflects a broader societal shift, fueled by factors like job mobility, financial flexibility, and a desire for amenities without ownership responsibilities.

Multifamily housing offers lucrative investment opportunities due to rising rental demand. With steady rental income and potential for diversification, it's an attractive option for investors looking to tap into the growing rental market.



Security Backed with Multifamily Assets

We take our processes very seriously



ACQUISITION AND MANAGEMENT APPROACH

We partner with lenders and operators to uncover investment opportunities within their portfolios. Our value-add methodology targets assets with high investment potential. Leveraging extensive industry relationships, we access exclusive opportunities from local and national brokers, lenders, and servicers.

We follow stringent acquisition criteria to ensure each investment aligns with our strategic goals.



- Why Multifamily Investments Fit Our Criteria

Multifamily investments offer a lucrative avenue for achieving our investment objectives. Within our specified criteria, multifamily properties align exceptionally well, providing a stable income stream and opportunities for value appreciation.



Unit Size and Market

Our targeted unit size, is 100 and above units, ensures scalability while maintaining operational efficiency. Properties must reside in approved markets, meticulously selected by our Asset Manager

Population and Roof Type

Properties are strategically located in areas with populations exceeding 40,000, ensuring a robust tenant pool. Further, the requirement of a pitched roof safeguards against potential structural issues and aligns with our quality standards.

Financial Viability

A comprehensive financial assessment, including complete income and expense details sourced from reliable data such as the property's T12, enables accurate underwriting. This meticulous approach ensures informed investment decisions and optimal asset performance.

Property Age and Occupancy

We prioritize properties constructed in 1985 or later, balancing modern amenities with manageable maintenance costs. Additionally, a minimum occupancy threshold of 80% ensures immediate income generation and mitigates leasing risks.

Strictly Confidential,
For Recipient Only





Value Opportunity

Rent roll, property details, and income and expense data are meticulously analyzed to uncover value opportunities. By scrutinizing below-market rents, potential unit upgrades, and additional income streams such as RUBS implementation and amenities like washer/dryers, we identify avenues for revenue enhancement and property value appreciation.



Underwriting Template

Through our rigorous underwriting process, we assess critical factors such as property information, income, expenses, and potential value-add opportunities. This structured approach, outlined in our underwriting template, guides our investment decisions and ensures alignment with our investment goals.

[Check Underwriting Documents Here](#)



MANAGING PARTNERS



James McCabe



Jake Michel

[Click to read our bios](#)

BOARD MEMBERS



Lex McCabe



Luke Vennard



Tyler Deveraux



Brandon Craig



Amanda Williams

At The Placement Fund, we understand the importance of addressing potential concerns about investment risks and ensuring the security of our investors' capital. Here's how we mitigate risks and safeguard investor interests:



Investment Risk Management:

- **Comprehensive Due Diligence:** Our team rigorously inspects, models, and analyzes potential investments to mitigate risks pre-acquisition.
- **Diverse Portfolio:** We minimize investment risk by diversifying across multifamily, residential, commercial properties, and structured lending opportunities.



Security Measures for Promissory Notes:

- **Fixed Returns:** Our Promissory Notes offer fixed returns of 8% and 10%, ensuring predictable income regardless of market fluctuations.
- **Collateralization:** These notes are secured by real estate assets in our portfolio, adding extra security for investors' capital.



Risk Management Strategies:

- **Proactive Monitoring:** We track market trends and economic indicators to anticipate and mitigate risks, ensuring proactive management.
- **Regulatory Compliance:** TPF III strictly follows all regulatory requirements and industry standards to protect investors.



Our Offering

Strictly Confidential,
For Recipient Only



10%

Promissory Note

Purpose: Compounding Interest

Term: 48 Months

Interest Rate: 10% per annum compounding annually

Minimum: \$100,000

8%

Promissory Note

Purpose: Cash Flow

Term: 48 Months

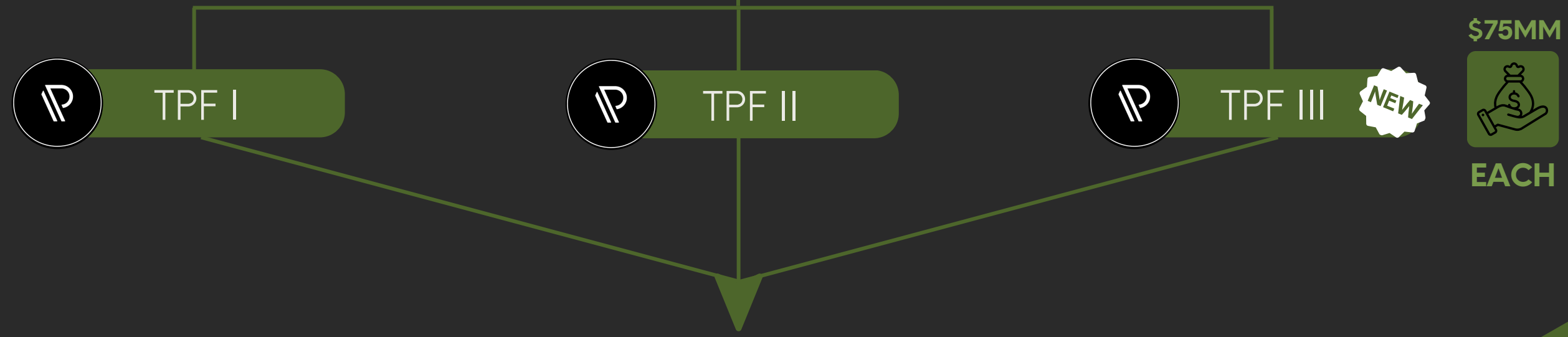
Interest Rate: 8% per annum via quarterly distributions

Minimum: \$100,000

?

Direct Investment into one of our properties

OVERVIEW



Click Logo for more details



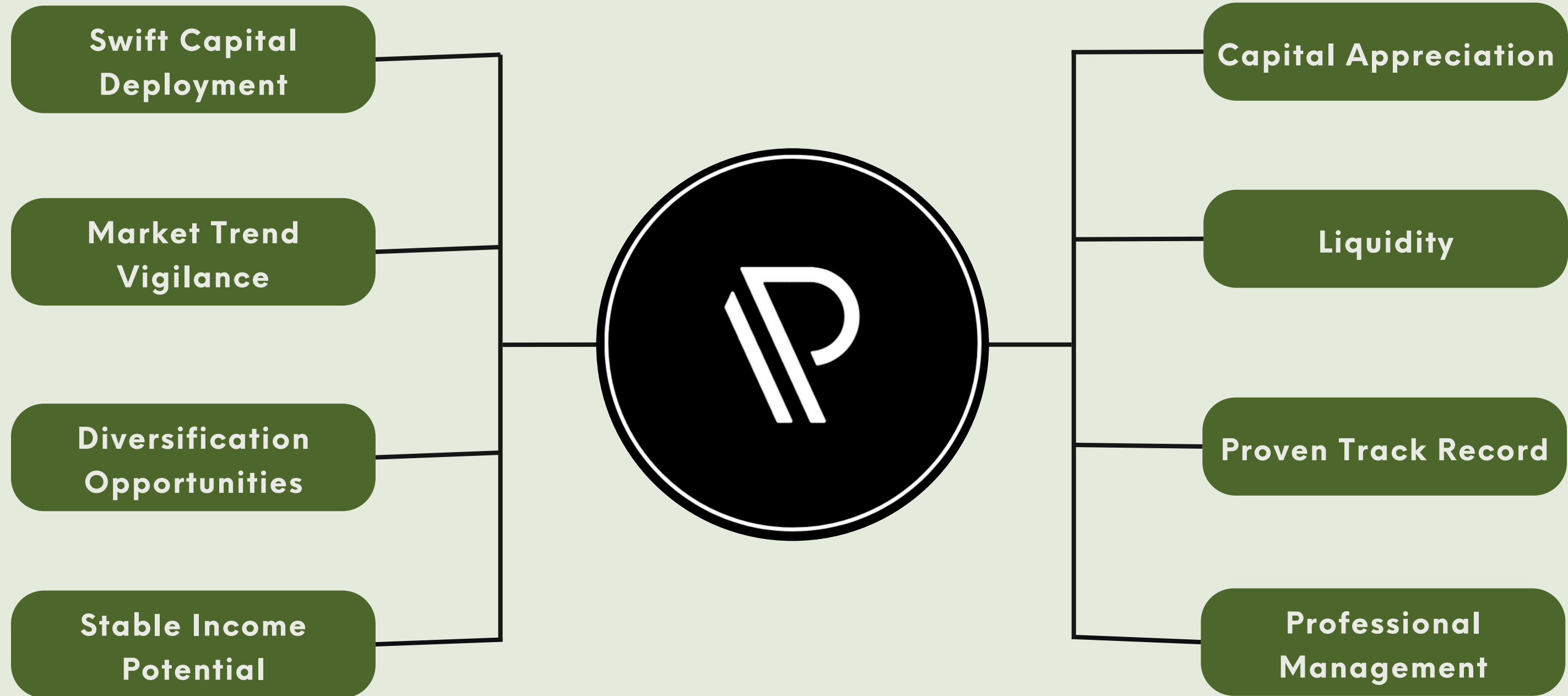
Our assets are expertly managed through TPF's sister company, **Portfolio Properties**, ensuring that your multifamily investments are optimized for maximum profitability and sustained growth.



MULTIFAMILY PROPERTIES

[Explore More](#) www.theplacementfund.com

ADVANTAGES OF BEING A CLIENT WITH THE PLACEMENT FUND



HOW TO GET STARTED



RESOURCES



MANAGING PARTNERS



James McCabe

James McCabe, President of The Placement Companies, is a connector, investor, and capital raiser with nearly two decades in real estate. He has raised over \$150 million for real estate ventures and led significant revenue growth in a service company. James is passionate about helping clients grow wealth through passive income, focusing on multifamily apartment complexes and investment funds.



Jake Michel

Jake Michel, Managing Partner of The Placement Fund, has extensive experience in real estate, financial services, and technology. He has led multiple ventures to significant growth and profitability. Jake focuses on multifamily syndications and aims to make wealth creation through real estate accessible to more people. His strategic and operational expertise drives The Placement Fund's success.

[Back](#)

BOARD MEMBERS



Lex McCabe

Managing partner of The Placement Companies, oversees operations, compliance, and investment management. With over a decade in the industry, including roles as Director of Business Intelligence and COO, she ensures efficient operations. Lex helps investors make informed real estate investments.



Luke Vennard

Managing partner at Sterling Group United, has been in financial services since 2004. He specializes in comprehensive financial strategies, including insurance and tax planning. Formerly COO and President of Sterling Group United's alternative asset division, Luke is also a recognized speaker and educator. He is married with four children.



Tyler Deveraux

Managing partner of MF Capital Partners and co-founder & CEO of The Multifamily Mindset, oversees nearly 4,000 apartment units worth \$400+ million. An international speaker and co-host of The Growthcast Podcast, he educates thousands on multifamily investment. He lives in Maui, HI, with his family, aimed to inspiring others and creating a balanced life.



Brandon Craig

Co-founder and principal at Ontocore, is an entrepreneur and coach with over a decade of experience. He founded a multi-million dollar industrial services firm and Create Powerful, a coaching company. Brandon works with top entrepreneurs and executives, and is a husband, father of five, and motocross enthusiast.



Amanda Williams

Executive Partner at Elevate Trampoline Parks and Luxury Living Homes, is an accomplished entrepreneur. She has led a design company to over \$30 million in sales and renovated over 150 homes. Amanda is committed to her community and church and is a mother of four.

Meticulous Deal Sourcing Process

The screenshot displays a CRM interface for deal sourcing, organized into a pipeline with six stages: Prospect, Need Info, Email Sent, Waiting for Response, Responded, and Completed Underwriting. Each stage contains property cards with details like name, value, and status.

Portfolio Properties, ...
Gilbert, AZ

Search Deal Sourcing Pipeline

Search Opportunities Sort By [v] [Filter] [More] [+ Op]

Prospect	Need Info	Email Sent	Waiting for Response	Responded	Completed Underwriting
La Jolla Place (JT) \$0.00	Wood Havens Apartments (AB) \$0.00	Summit Ridge (JT) Sent thru email \$0.00	West Terrace Apartments (JT) \$0.00	Hamlet Apartments (AB) \$0.00	Ash Tree (JT) \$0.00
Legacy Apartments (AB) \$0.00	The Heights OKC Apartments (JT) \$0.00	Innsbruck (JT) sent thru email \$0.00	Embrey Portfolio (JT) off market \$0.00	Viceroy At Central Park (AB) \$0.00	Peppertree Danubia Apartments (JT) sent thru email \$0.00
Rock Springs (AB) \$0.00	Brittany Arms (JT) sent thru email \$0.00	The Broadmoor (JT) off market \$0.00	Charlestowne (AB) \$0.00	Vivo (JT) Sent thru email \$0.00	Sugar North Apartments (AB) sent thru email \$0.00
803 13 Westwood Drive (JT) \$0.00	Dalton Ga Portfolio (JT) 1219 W Emery St, Dalton, GA 30720 \$0.00	Oak Knoll Renaissance (JT) off market \$0.00	Alpine Manor Apartments (JT) \$0.00	Vista De Palmas (AB) \$0.00	Dove Cove (AB) sent thru email \$0.00
The Gables (JT) \$0.00	Pine Oaks Apartments (JT) sent thru email \$0.00	Stonebridge Manor (JT) \$0.00	Valencia Apartments (AB) \$0.00	Liberty Landing (JT) \$0.00	Sky Vue (JT) \$0.00
Emerald Point (JT) \$0.00		Strawberry Hill Fairway Greens (AB) sent thru email \$0.00	Art Center Apartments (AB) \$0.00	Woodland Crossing (AB) \$0.00	Bay Breeze Apartments (AB) \$0.00
				Courtyard West (JT) \$0.00	

Left sidebar menu: Launchpad, Dashboard, Conversations, Calendars, Contacts, Opportunities, Payments, Marketing, Automation, Sites, Memberships, Reputation, Reporting, App Marketplace, Mobile App, Settings.



YOUR TRUSTED PARTNER IN MULTIFAMILY ASSET MANAGEMENT

We specialize in multifamily real estate asset management. Our approach is rooted in a deep understanding of the critical factors that drive asset success and our commitment to mitigating risks for our clients.

Our team of seasoned investment professionals possesses a wealth of industry expertise, allowing us to carefully select fundamentally sound multifamily assets with value-add potential. We diligently analyze market conditions, identifying key economic factors that drive growth and ensuring our investments align with promising opportunities.



Check Our
Latest
Acquisition



The Grove
AT HICKMAN

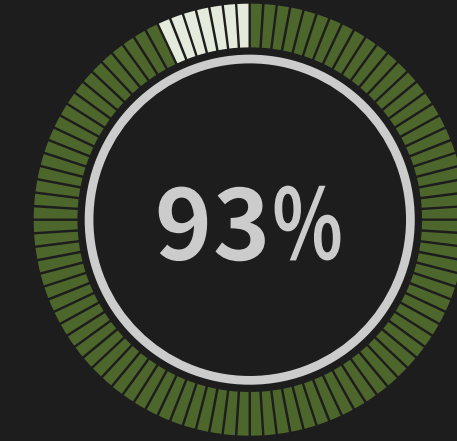
CHECK OUR LATEST ACQUISITION



The Grove
AT HICKMAN

 203 Units , Des Moines, IA

PROPERTY MANAGEMENT



Ranked 7th in NMHC 50 Largest
Apartment Managers 2023

CURRENT PORTFOLIO OCCUPANCY %



139,740 Units



847 Properties



3,354 Employees



262,711 Happy
Residents

THE GROVE UNIT MIX

Description	Units	Sq. Ft.	Rent	Rent Per Sq. Ft.
1 BED 1 BATH	21	500	\$746	\$1.59
1 BED 1 BATH	97	575	\$746	\$1.38
2 BED 1 BATH	83	720	\$802	\$1.22
2 BED 1 BATH	02	740	\$850	\$1.18
TOTAL/AVERAGES	203	614	\$770	\$1.32



MARKET COMPARABLES

LOSS TO LEASE

1 BEDROOM

MARKET
\$825

CURRENT
\$755

PRO FORMA
\$900

\$145 Monthly LTL

VS

LOSS TO LEASE

2 BEDROOM

MARKET
\$925

CURRENT
\$835

PRO FORMA
\$1000

\$165 Monthly LTL

1



2



\$22,072 per door

UNDER MARKET
VALUATION

6/23/2023





A LOOK AROUND TOWN

Des Moines, Iowa



 **Des Moines, Iowa**

A vibrant hub in the heart of the Midwest. The city is filled with culture, agriculture, history, art, a powerful political landscape and so much more.



Farm-Fresh Eats at the Downtown Farmers' Market



Massive Sculptures in the Pappajohn Sculpture Park



Historic Tour at Iowa State Capitol Building



Cheer On the Iowa Cubs at Principal Park



Relax at the Greater Des Moines Botanical Garden



Peruse Art at the Des Moines Art Center



Have a Fun-Filled Day at the Iowa State Fair



Take a Hike on High Trestle Trail



Sip and Swirl at Jasper Winery



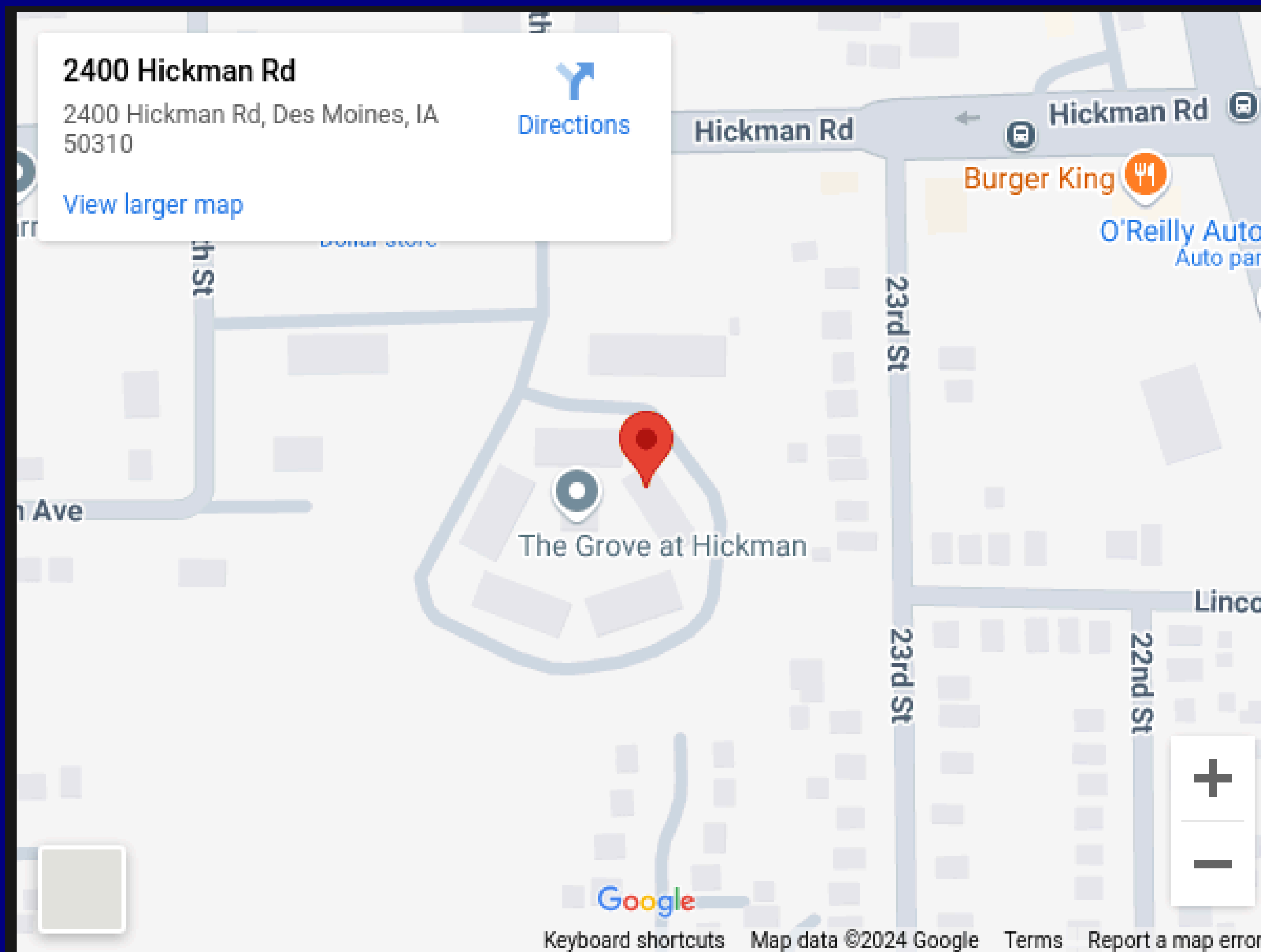
Marvel at the Animals at Blank Park Zoo

2400 Hickman Rd

2400 Hickman Rd, Des Moines, IA 50310


Directions

[View larger map](#)



5 mins drive to
restaurants



5 mins drive to
bars and pubs



2 mins drive to
Burger King



3 mins drive to
Drake University



3 mins drive to an
Auto Parts Store



2 mins drive to a
Vet Clinic



4 mins drive to a
Hospital



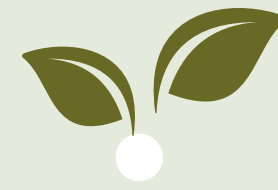
4 min walk to a
Dollar Store



3 min walk to a
Coffee Shop

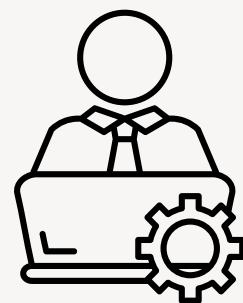


MARKET INFLUENCES



ECONOMY

Unemployment Rate: 2.4%
Job Growth: 2.8%
Income Tax: 4.82 - 5.70%
Salary: \$23,733
Median HH Income: \$44,717



TOP EMPLOYERS

Apple
Amazon
Lumen
Hyvee
John Deere
Commute Time: 18.8



POPULATION

566,000 Des Moines
67,640 West Des Moines
6.3% Growth Since 2020
61% Age 20 - 64
14.3 Students Per Teacher

CAP EX

BREAKDOWN

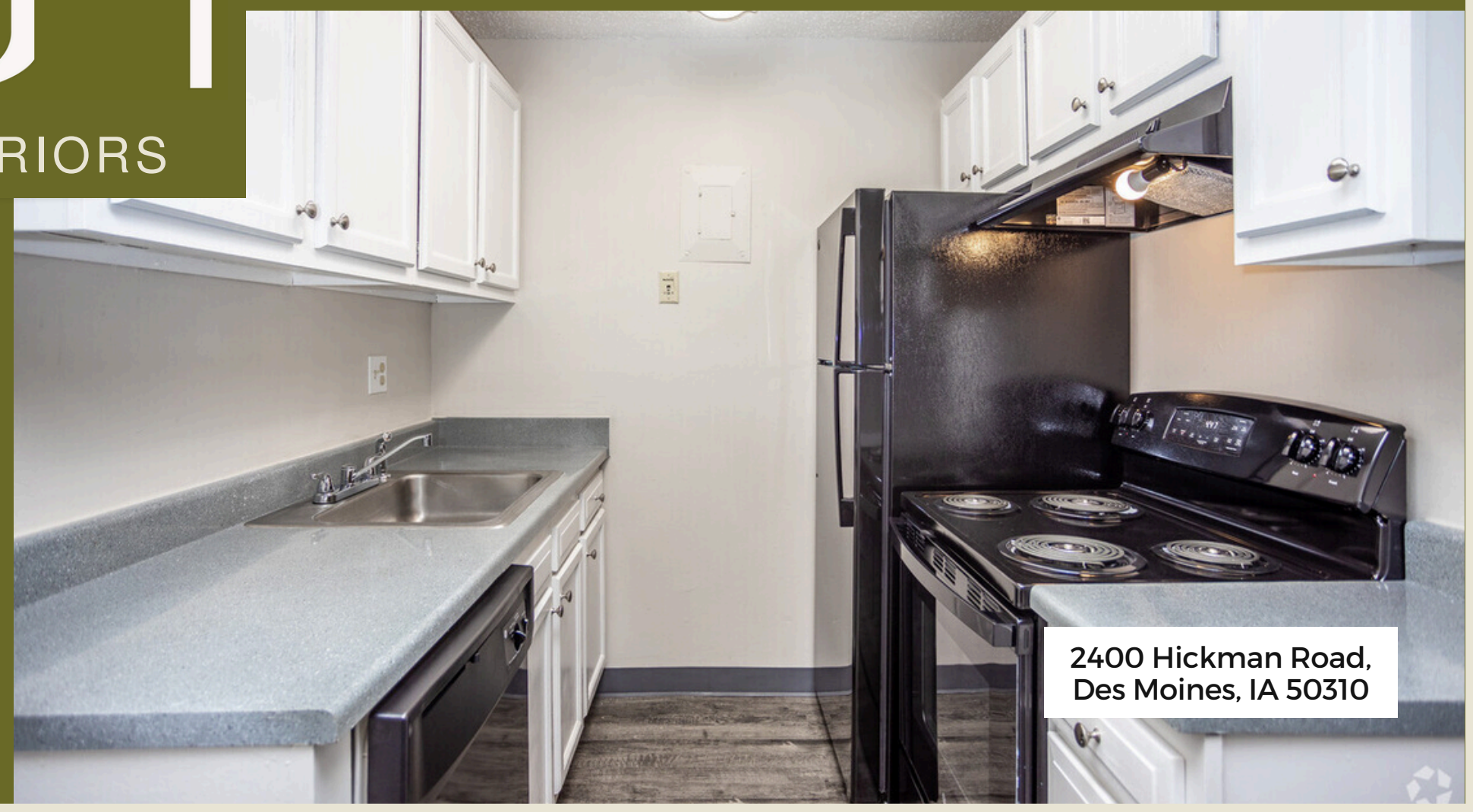
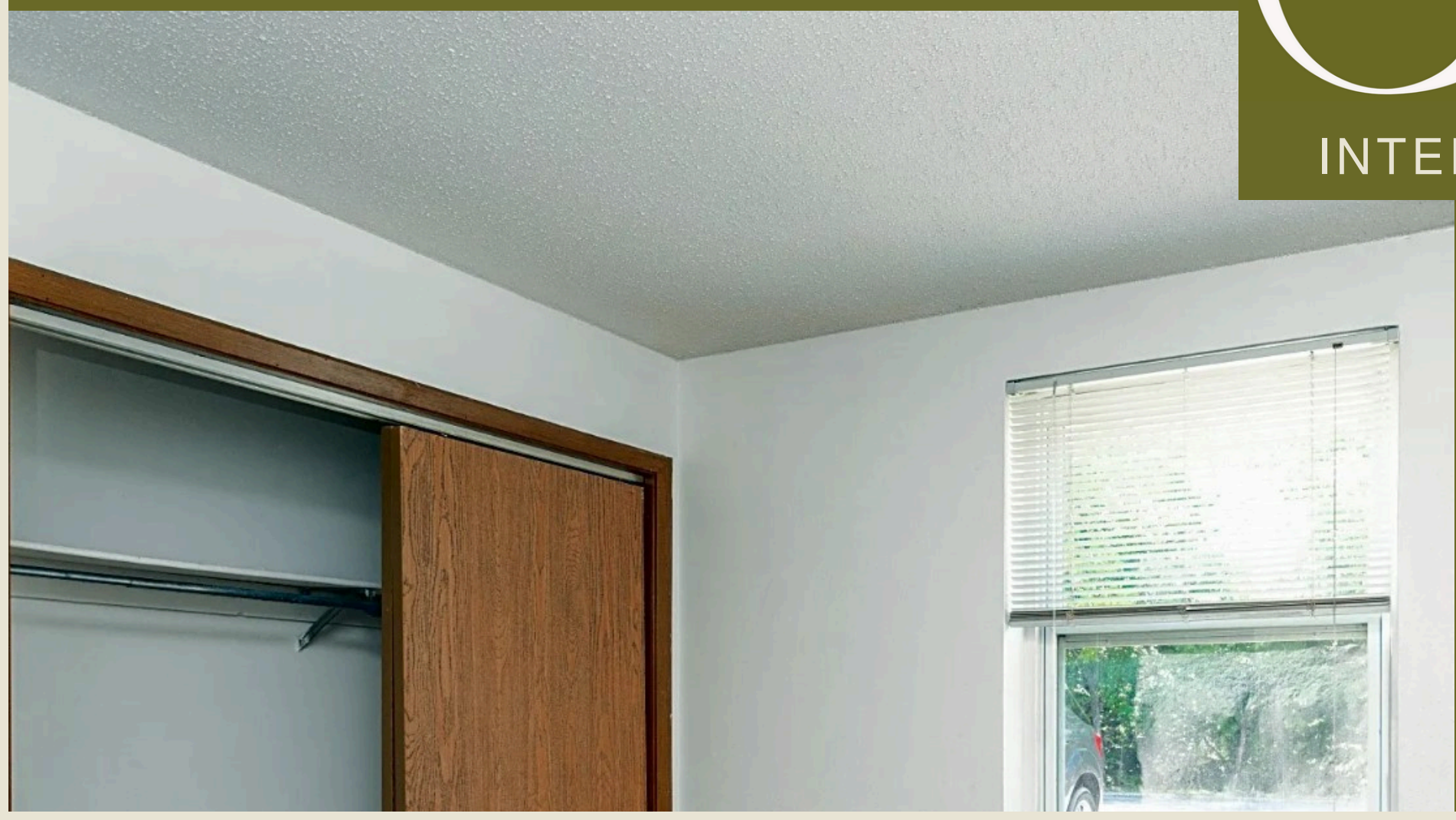
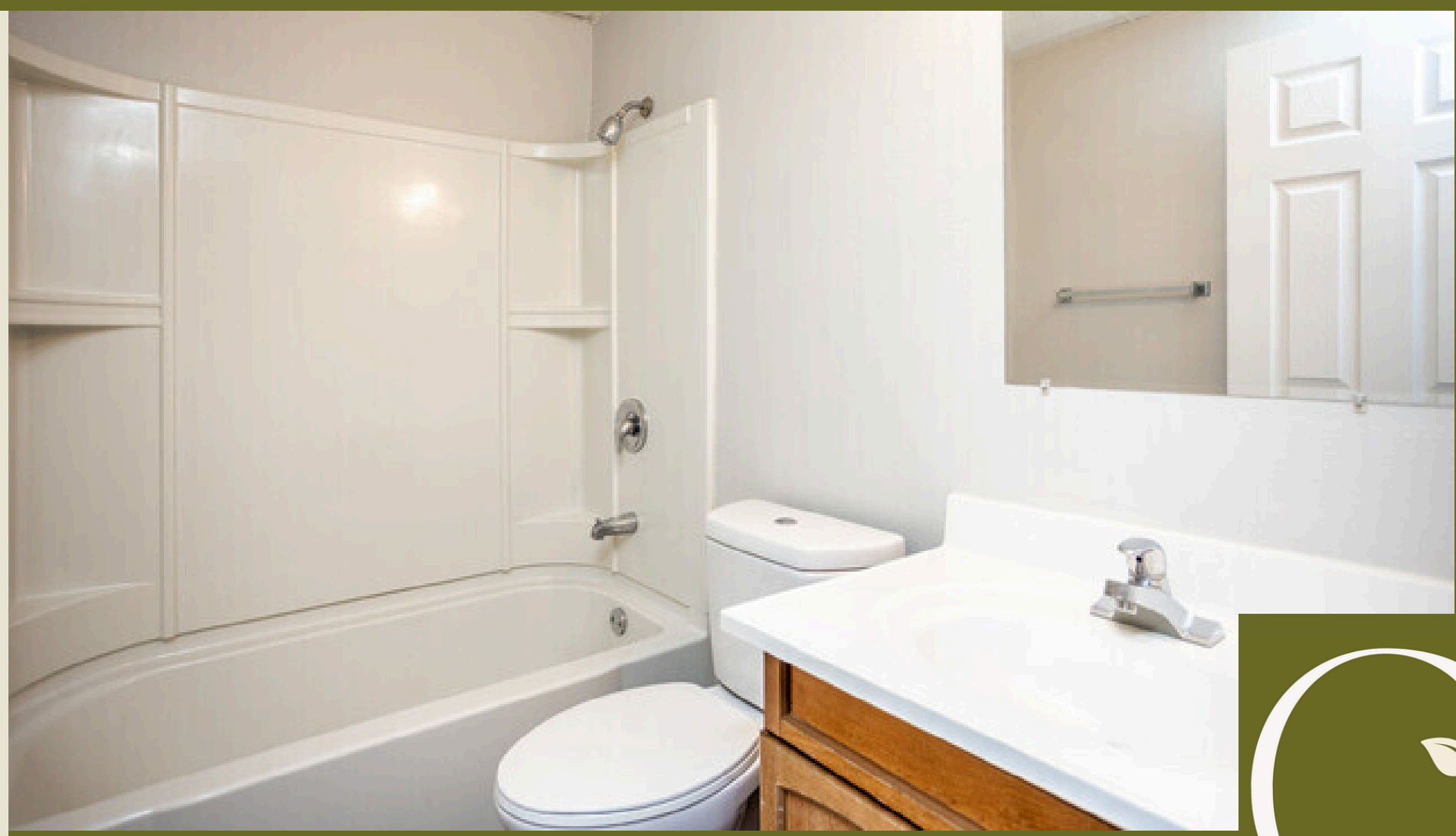
INTERIOR RENOVATIONS **\$1,264,269**
FULL UPGRADES (137 UNITS)
PARTIAL UPGRADES (47 UNITS)

EXTERIOR RENOVATIONS **\$562,352**

*Please See "Value Tab" in Pro-Forma for
Breakdown.*

TOTAL CAP EX BUDGET
\$1,826,648

This property has been well cared for by the previous owner. Many units have already received both full and light upgrades and therefore will need only a slight beautification. Our main focus will be to update the remaining classic units and provide a technology package throughout the property. Asset Managers will allocate these funds to the most advantageous improvements that will provide the highest ROI.



2400 Hickman Road,
Des Moines, IA 50310



INTERIOR UPGRADES



Vinyl Plank Flooring



New Lighting



Stainless Appliances



New Countertops



New Cabinet Faces



INTERIOR UPGRADES



Vinyl Plank Flooring



New Lighting



Stainless Appliances



New Countertops



New Cabinet Faces



AMENITY UPGRADES



Technology Package



Security Cameras



Pet Park



Club House Renovations



Playground

Investor Portal

Your next deal

Investment opportunities



The Placement Fund III- 8%

275 E Rivulon Blvd , Gilbert

Minimum investment

\$100,000

Offering size

\$1,000,000

SEC type

506(c)

Deal type

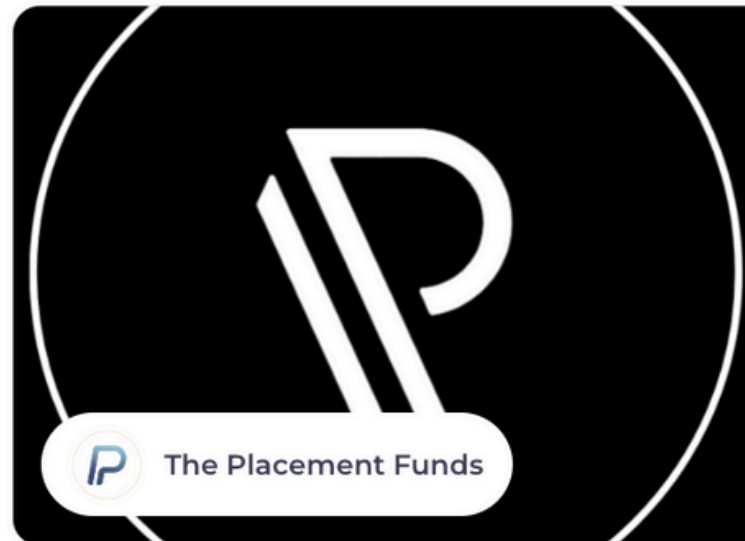
Closed ended fund

Type of equity

Equity

Property type

--



The Placement Fund III- 10%

275 E Rivulon Blvd , Gilbert

Minimum investment

\$100,000

Offering size

\$1,000,000

SEC type

506(c)

Deal type

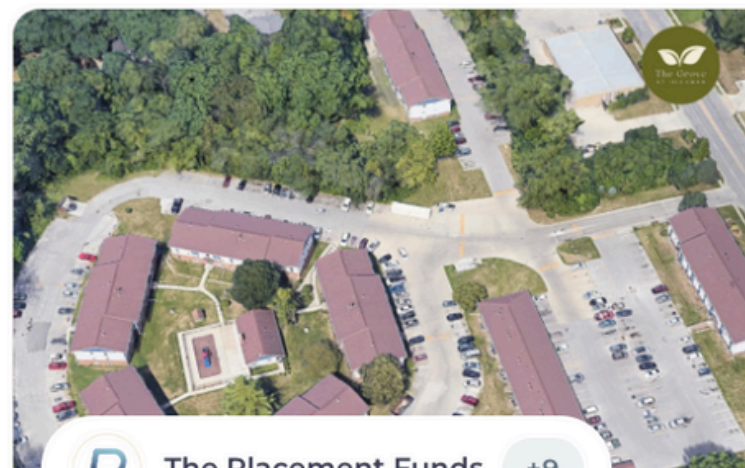
Closed ended fund

Type of equity

Equity

Property type

--



The Grove at Hickman

2400 Hickman Rd, Des Moines, IA

Minimum investment

\$50,000

Offering size

\$7,742,780

SEC type

506(b)

Deal type

Type of equity

Property type

Asset locations



Google

Map data ©2024 Google, INEGI Terms

TRY OUT OUR CALCULATOR

HTML

CSS

Result

EDIT ON
CODEPEN

Calculate the time needed to double an investment with a specified rate of return.

Interest Rate: %

Initial Amount: (optional)

CALCULATE

Estimated Time:

Run Pen 

The result above is an estimate

using the rule of 72 formula. The

actual time is 12.946 yrs

Resources

1x

0.5x

0.25x

Rerun

ANY QUESTIONS?

Now is the Right Time to Invest

send me an email at jake@theplacementfund.com

 **Address**

275 E Rivulon Blvd St 407, Gilbert, AZ, 85297

 **Mobile Number**

727-421-7496

 **Website**

www.theplacementfund.com

