



INTEGRATED

Strategyst is a fully integrated sales and marketing team that creates timely sales solutions for residential real estate assets. Combined with deep local market expertise, international experience, and an unmatched scope of capabilities, Strategyst is a one-stop-solution with a proven track record of success in a wide range of market conditions.



INTEGRITY

Transparency, accountability and a service centric approach to business are the foundations of Strategyst. Along with these core principles, we have also never forgotten the essence of what we do - create win-win situations for our clients. Everything we do, from branding and repositioning to marketing and sales, is all done with a deep level of respect for existing homeowners, prospects, and the community, and is why we don't believe in deep discounting, auctions or sacrificing the existing brand with bulk sales.



360° SUCCESS

Strategyst's approach to projects is based on gaining in-depth perspectives in every component of a project. Unlike traditional methodologies, we have developed a 360° strategy that considers all aspects and combines them into an integrated solution that can

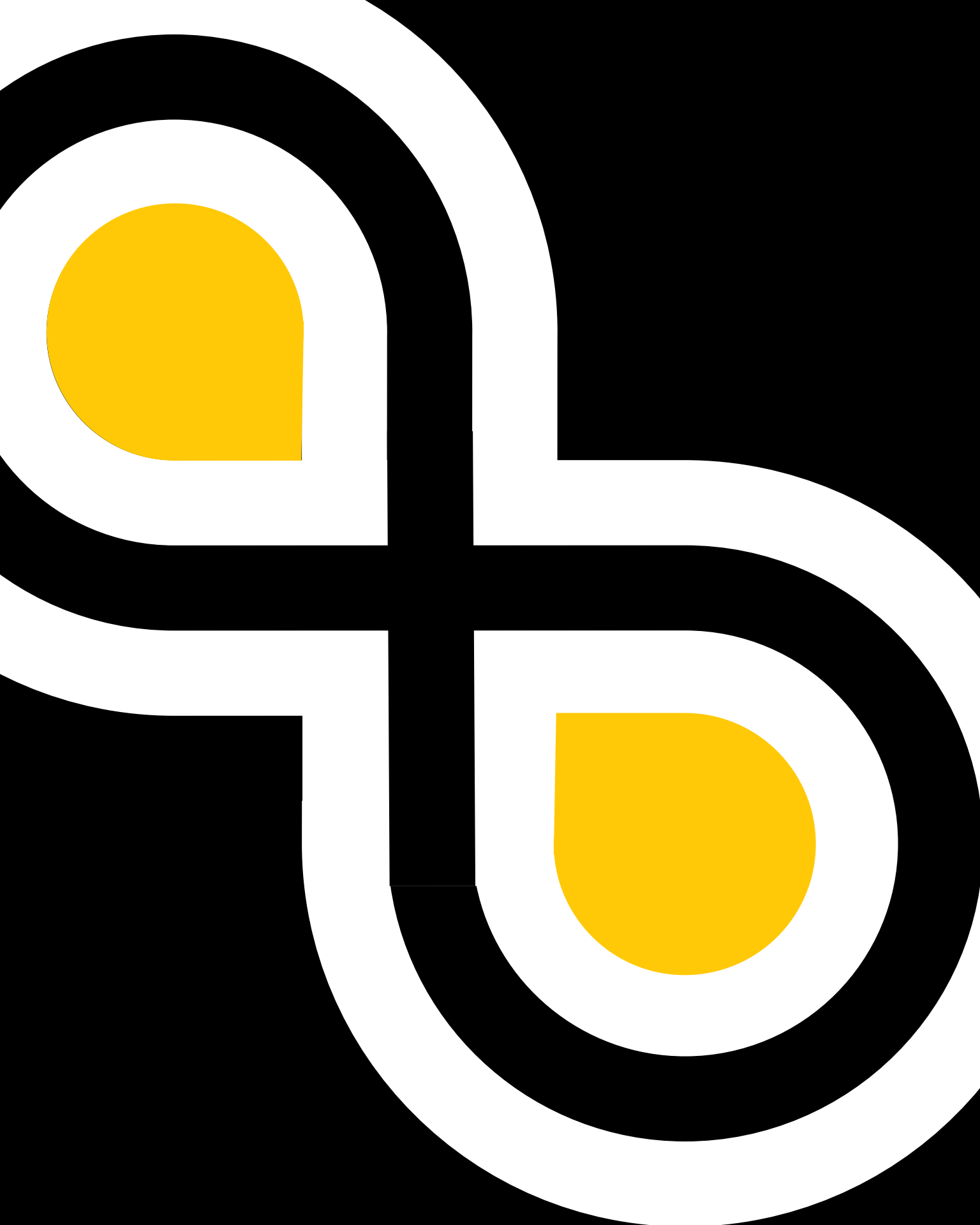
be applied immediately. Our 360° analysis typically includes:

- Competitive Analysis
- Market Analysis
- Product Positioning
- Existing Owner Review
- Broker Engagement
- Lead Generation



DEFINABLE

With a 360° analysis and strategy in place, Strategyst is on the ground and gaining sales traction within 30 days of finalizing the contract, maximizing your investment and minimizing the selling time.



ALL INCLUSIVE

Strategyst specializes in accelerated and sustainable sales of residential real estate assets. Simply put, our results-driven model works. By understanding that each project has its own set of unique challenges, we identify, develop and implement solutions to create traction. We are not a capture company, but rather our core principles are based on outbound activities.

Core Competencies

One of Strategyst's key core competencies is the accelerated sale of under-performing and distressed residential real estate assets in urban, suburban and resort real estate markets. With a team of experienced consultants available for immediate deployment globally, Strategyst is able to offer developers direct, no-nonsense solutions for distressed real estate sales.

In significantly distressed situations, Strategyst's capital group will evaluate projects for outright purchase. When a seller desires an immediate exit strategy, we uncover opportunities to buy developments at discounted rates.

Expertise

Our experience and expertise crosses over a wide variety of markets including resort properties, urban, residential and under-performing assets, luxury high-rise, master planned communities and internationally branded properties, and includes:

- ~ Project positioning
- ~ Sales and marketing strategy: project management from design, positioning and pricing to sales completion
- ~ Brand development and re-branding
- ~ Assembly and management of sales teams
- ~ Business development
- ~ Fully integrated, efficient, marketing campaigns to support sales program



Step by Step

By completing a proprietary project audit, we develop an effective sales plan tailored to your project. We then, with your participation, establish a workable business model, that includes agreed upon budget parameters. At Strategyst, there are no surprises.

When you work with Strategyst, you not only get the very best sales and marketing professionals in the industry, but you also get a group of analysts who are not only keenly aware of present market conditions, but have an acute eye on the future. What this means is value-added service and performance.

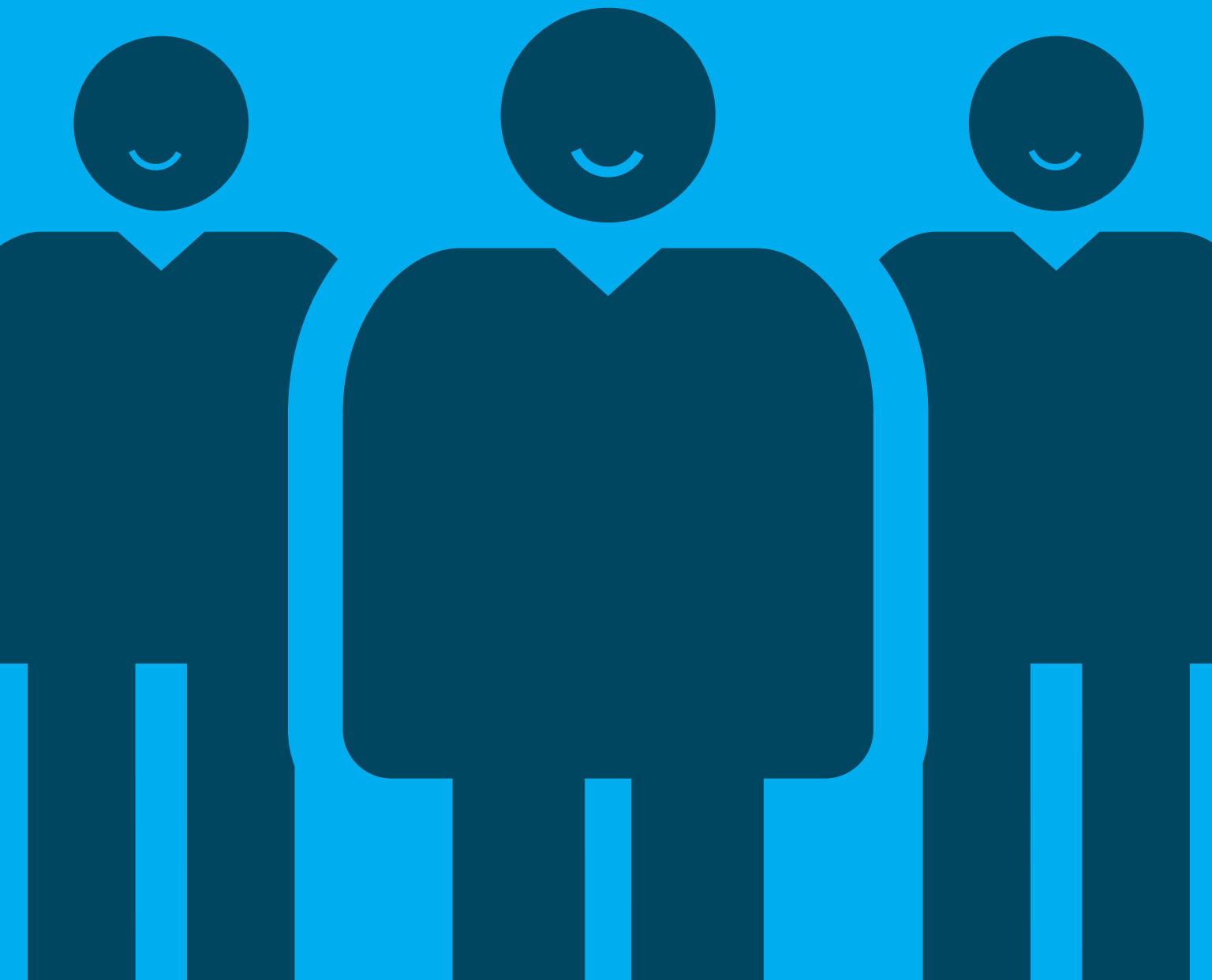
The Strategyst business model has been designed to provide developers with a complete sales solution.

At the outset we begin to create traction for your project with our fully trained team. As dictated by the budget, we work with existing resources, including marketing materials, sales teams and databases - always enhancing these resources where needed with whatever it takes to breathe new life into stalled projects.

To succeed in today's urban and suburban residential property market you must be flexible to meet the demands of a new, ever-changing landscape. This includes how prospects are targeted and captured. Strategyst is not a passive sales company, waiting for prospects to walk through the door. We base our success on outbound marketing, actively generating new prospects and reengaging existing databases.

EXPERIENCED

LEADERSHIP



Arnie Seitel

Arnie is a recognized industry leader with more than 30 years of experience in leading successful real estate sales and marketing programs across North America and the Caribbean resulting in over \$3 billion in total sales for his clients.

He has led marketing and sales programs for many of the nation's largest publicly traded real estate companies and luxury brands including: K. Hovnanian, Playground/Intrawest, Centex Destination Properties, The Ritz-Carlton and Orient Express.

Highly respected by industry peers as a consummate professional with unparalleled expertise, He has gained a reputation for his passion for excellence, ingenuity and know-how for leading successful projects with maximum return on investment and results.

Mike Betcher

As the founder and visionary of B3 Communications, a leading marketing and branding firm, Mike has been the impetus behind some of the most innovative marketing campaigns around the world. With over two decades of experience, Mike understands the market and how to reach buyers, delivering highly targeted and effective communications tools throughout the entire life cycle of a project, including marketing and sales, property concept and envisioning, branding, collateral, advertising, social media, interactive, direct marketing, CRM, sales events, lead generation, capture and management.

Mike is also the founder of Lasso - a leading real estate CRM software tool that is used extensively throughout Canada and the US, a partner in Cloud 9 Specialty Bakery, and is a Director of LionRock Developments.





Allan Fliss

Allan is a 30-year public relations veteran who has directed a number of award-winning programs for clients of all sizes throughout his career. Since beginning his career with MCI he has worked with a number of Fortune 100 companies before starting his own agency. Allan and his Nallacomm team are involved in every facet of public relations and marketing communications to support planning to implementation and everything in between.

As one of the noted travel, leisure and hospitality groups, Nallacomm has implemented successful marketing communications programs for a number of world brands including Intrawest, Palace Resorts, Grenada and St. Maarten/St. Martin Tourist Boards, as well as a myriad of Fortune 500.

Allan has a degree in journalism from West Virginia University and a masters degree in public relations from Boston University. He served as president of PRSA/NJ and is presently serving as the executive of the New Jersey Green Association.



Strategyst has worked with some of the world's premiere brands, and has experience in every real estate sector including urban, resort, luxury and master-planned communities for The Ritz-Carlton, Orient-Express, Marriott and Starwood, to developers like K. Hovnanian, Centex, and Intrawest/Playground Communities. Strategyst is adept at finding real solutions that work in today's economy. Strategyst sold over 60 residences in a single season in 2012, far exceeding their client's expectations and projections.





EMERALD

GALVESTON : TEXAS



LOCATION Galveston, Texas **DEVELOPER** IBC Bank

SCOPE 122 Oceanview Condominium Residences

Working with IBC Bank, Strategyst re-branded and re-launched the project resulting in increased monthly sales absorptions of more than 50%, as well as establishing Emerald as one of the best real estate opportunities in Galveston.

Emerald offers outstanding amenities, an exceptional beach location, entertainment, fine dining, and the rich culture of this historic island. Set on the highest point of the island behind the seawall of Galveston's East Beach, Emerald's collection of homes offers luxury, elegance and security.



DIAMOND BEACH

GALVESTON : TEXAS



LOCATION Galveston, Texas **DEVELOPER** IBC Bank

SCOPE 116 Whole Ownership Condominium Residences

Diamond Beach is the only five-star, mid-rise resort in the region. Located on Galveston's West Beach, these resort residences bring together an incomparable location coupled with unmatched amenities that include an indoor and outdoor pool, spa, fitness center, theater and wine room.




SAPPHIRE
SOUTH PADRE

SOUTH PADRE ISLAND : TEXAS



LOCATION South Padre, Texas **DEVELOPER** IBC Bank

SCOPE 230 Oceanfront Condominium Homes

Strategyst, with IBC Bank's support, brought new life to Sapphire, resulting in greater regional and international appeal with sales and revenues far exceeding IBC Bank's sales projections.

Located on South Padre Island, Sapphire sets a new standard for high-rise residences on the Texas Gulf Coast. Designed with refined aesthetics, it combines a host of resort-like amenities with luxuriously appointed residences.



SAINT MAARTEN : CARIBBEAN



LOCATION Saint Maarten **DEVELOPER** Orient Express Hotels & Resorts

SCOPE 184 Whole Oceanview Marine Residences

Developed by Orient-Express, Cupecoy Yacht Club (re-named Porto Cupecoy) is a 184 condominium, 48-slip white-glove marina, and a European-inspired village with shops, restaurants, and galleries. After three years on the market, fewer than 40 percent of the residences had been sold. Still under construction, the developer continued to run up accumulating deficits.

Strategyst carried out a full, on-the-ground analysis of the resort before moving forward with a strategic sales and marketing plan. A new team was built while reinvigorating the project to clearly define the resort's services and amenities, the privileges of ownership, and giving the customer a reason to buy. Today, Porto Cupecoy is a new place with a new profile in the market on and off the island. Strategyst sold more than \$35 million in new homes in the worst part of the recession at Porto Cupecoy.



TRAILHEAD
LODGE
STEAMBOAT SPRINGS COLORADO

STEAMBOAT SPRINGS : COLORADO



LOCATION Steamboat Springs, Colorado **DEVELOPER** Resort Ventures West

SCOPE 87 whole ownership, ski-in/ski-out condominiums

The flagship of Wildhorse Meadows in Steamboat Springs, Colorado, Trailhead Lodge was preparing to open in the summer of 2009. 75% of its 87 residences, totaling \$60 million, were pre-sold by summer 2007. Two years later, the recession devastated the resort real estate market.

The developers invited Arnie back to Steamboat to develop and train the sales team and manage a new plan to close contracted homes and sell new ones. Arnie already knew the project well, having led the original team in the planning, positioning, sales and marketing of Trailhead Lodge in 2006/2007. Conducting a market analysis, Strategyst formulated a plan to enhance existing resources, while enhancing local broker relationships. Developers were able to close some of the homes in contract and sold new homes for a total value of over \$20 million.



YOU GET WHAT YOU PAY FOR

If it's simply cost you're concerned with, you're looking in the wrong place. But if return on investment is the ultimate goal, Strategyst's approach includes every component required to brand, market and sell a project.

Strategyst's comprehensive approach to projects has been designed to achieve accelerated sales. Strategyst actively positions, promotes and closes sales, reducing the time it takes to sell out a project.



STRATEGYST
REAL ESTATE SALES SOLUTIONS

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