

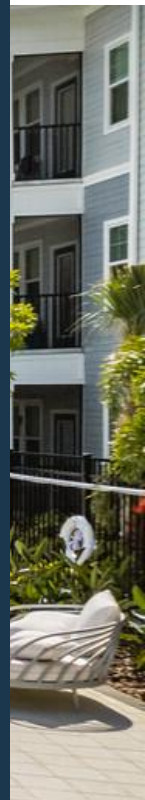


CONFIDENTIAL INVESTMENT SUMMARY
REGULATION CROWDFUNDING OFFERING

GOODEGG

GROWTH FUND I

215-Unit Class A Multifamily Asset
Orlando, Florida



BEFORE WE DIVE IN

Ah, disclaimers. Everyone's favorite section to skip over. But before you do, just know that we've buried within this disclaimer a **contract whereby we will take over your soul** and sell it for a preferred return. Kidding! Totally kidding. But maybe you'd better check just to be sure...

General Disclaimer

This Business Plan contains privileged and confidential information and unauthorized use of this information in any manner is strictly prohibited. Your failure to keep this presentation strictly confidential may cause the company to incur actual damages of an indeterminable amount, possibly subjecting you to legal liability. If you are not the intended recipient, please notify the sender immediately. This Business Plan is for informational purposes and not intended to be a general solicitation or a securities offering of any kind. The information in this offering is furnished for your use as a potential investor in the company. The information contained herein is from sources believed to be reliable, however no representation by Sponsor(s), either expressed or implied, is made as to the accuracy of any information on this property and all investors should conduct their own research to determine the accuracy of any statements made. An investment in this offering will be a speculative investment and subject to significant risks and therefore investors are encouraged to consult with their personal legal and tax advisors. Neither the Sponsor(s), nor their representatives, officers, employees, affiliates, sub-contractor or vendors provide tax, legal or investment advice. Nothing in this document is intended to be or should be construed as such advice.

The SEC has not passed upon the merits of or given its approval to the securities, the terms of the offering, or the accuracy or completeness of any offering materials. However, prior to making any decision to contribute capital, all investors must review and execute the Private Placement Memorandum and related offering documents. The securities are subject to legal restrictions on transfer and resale and investors should not assume they will be able to resell their securities

Potential investors and other readers are also cautioned that these forward-looking statements are predictions only based on current information, assumptions and expectations that are inherently subject to risks and uncertainties that could cause future events or results to differ materially from those set forth or implied by such forward looking statements. These forward-looking statements can be identified by the use of forward-looking terminology, such as "may," "will," "seek," "should," "expect," "anticipate," "project," "estimate," "intend," "continue," or "believe" or the negatives thereof or other variations thereon or comparable terminology. These forward-looking statements are only made as of the date of this executive summary and Sponsors undertake no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

Financial Disclaimer

This Business Plan further contains several future financial projections and forecasts. These estimated projections are based on numerous assumptions and hypothetical scenarios and Sponsor(s) explicitly makes no representation or warranty of any kind with respect to any financial projection or forecast delivered in connection with the Offering or any of the assumptions underlying them.

This Business plan further contains performance data that represents past performances. Past performance does not guarantee future results. Current performance may be lower or higher than the performance data presented.

All return examples provided are based on assumptions and expectations in light of currently available information, industry trends and comparisons to competitors' financials. Therefore, actual performance may, and most likely will, substantially differ from these projections and no guarantee is presented or implied as to the accuracy of specific forecasts, projections or predictive statements contained in this Business Plan. The Sponsor further makes no representations or warranties that any investor will, or is likely to, achieve profits similar to those shown in the pro-formas or other financial projections.



Dear Investor,

We know you have a lot of choices when it comes to investing your money, which is why we couldn't be more grateful that you're taking time out of your busy day to consider investing in **Goodegg Growth Fund I**.

As investors ourselves, we know the importance of **transparency, communication, clarity, and integrity** when deciding where to invest.

That's why we'll do our best in the following pages to share with you exactly what this fund is all about and why it could be a **tremendous opportunity** for you.

If at any point you have questions about anything, please email us at **InvestorRelations@GoodeggInvestments.com** or call / text our team at **(888) 830-1450**.

Here's to a sunny-side-up investment together!



Julie

JULIE LAM

Chief Executive Officer



Annie

ANNIE DICKERSON

Chief Brand Officer



Psst, kids!

If you're looking over your parent's or grandparent's shoulder right now, come **join the party!**

In these pages, you'll find the **Goodegg icon**, with pop quizzes and fun facts. See how many you can find!



See how many of these you can find!



CONTENTS

AT THE HELM

Meet the Goodegg leadership team

20 EXITS & COUNTING

Our track record of success

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Everything you need to know about this fund

CHA-CHING!

Investment structure and rejected returns

READY, FREDDY?

Here's what you need to do to secure your spot



Kids: Why do you think real estate investments are important?



AT THE HELM

Goodegg Investments is an **award-winning real estate private equity firm** founded in 2018 by Julie Lam and Annie Dickerson.

To date, Goodegg Investments has acquired **\$1.3B+** in commercial real estate assets. The Goodegg portfolio has a strong focus on large (200+ unit) class A and B value-add assets in Texas, Florida, Arizona, and North and South Carolina.



Julie Lam
Chief Executive Officer
& Co-Founder



Hasib Ikramullah
Chief Operating
Officer



Riley Metcalf
Director of
Acquisitions



Annie Dickerson
Chief Brand Officer
& Founder



Jason Kleiman
Head of Business
Development &
Investor Relations



Stephen Bonifield
Director of Asset
Management



Fun fact: Julie has 3 kids and Annie has 2!

GOODEGG PORTFOLIO

While past performance is not indicative of future results, it can certainly give you important info about the **strength of the operating team** and their ability to **deliver on projected returns**.

Together with our investors, we've acquired **40** commercial real estate assets valued at **\$1.3B+** over the last 5 years. Of those, **20** assets have successfully exited, and that track record and experience are what we bring into this fund.



40

ACQUISITIONS TO DATE



20

SUCCESSFUL EXITS



\$1.3B+

TOTAL VALUE



FULL GOODEGG PORTFOLIO

Click above or scan
to see full portfolio



A TRACK RECORD OF SUCCESS

Click below or scan to see full portfolio

FULL GOODEGG PORTFOLIO



20

DEAL EXITS

8,000+

MULTIFAMILY UNITS

2.83x

EQUITY MULTIPLE*

35 MONTHS

AVG HOLD TIME ON EXITED DEALS

22.3%

AVERAGE IRR

\$25M+

DISTRIBUTED TO INVESTORS

24.9%

AVERAGE ANNUAL RETURN

* Based on 5-year annualized numbers

FUND-A-MENTALS

GOODEGG GROWTH FUND I

No matter where we are in the market cycle, there will always be a **strong need for multifamily housing**. Because as it turns out, humans prefer to live indoors. 🤖

And with the **soaring interest rates** of late, which make buying a home unrealistic for many would-be buyers, people are choosing to continue to rent, thus keeping rental demand strong.

This is particularly true in growing markets like Orlando, Florida, home to the **Encore Metro at Millenia** – the asset that Goodegg Growth Fund I will be investing in.

Further, we will be acquiring this asset directly from the developer and thus assuming the existing loan, which comes with a **low 3.8% fixed interest rate** – a total gem in this market. 💎



GOODEGG GROWTH FUND I

INVESTMENT AT A GLANCE



CLASS A MULTIFAMILY

This fund will invest in a 215-unit multifamily asset built in 2021 (which means no rundown pipes or old roofing to worry about)



5 YEAR HOLD TIME

We anticipate that the hold time for this multifamily asset will be approximately 5 years



STRONG GROWING MARKET

Orlando, Florida, is one of the fastest growing markets in the country, with strong job growth and population growth

ENCORE METRO AT MILLENIA

ASSET AT A GLANCE

Encore Metro at Millenia is a **215-unit** class A garden style community completed in **2021**. This asset is in an **ideal location** for business professionals, located within close proximity to both premier shopping and the business district.

The asset is just minutes from the Mall at Millenia, **Lockheed Martin**, International Drive, Universal Studios, Walt Disney World, and **Downtown Orlando**.



Have you ever been to Orlando? What did you think?



215

MULTIFAMILY UNITS



2021

YEAR BUILT



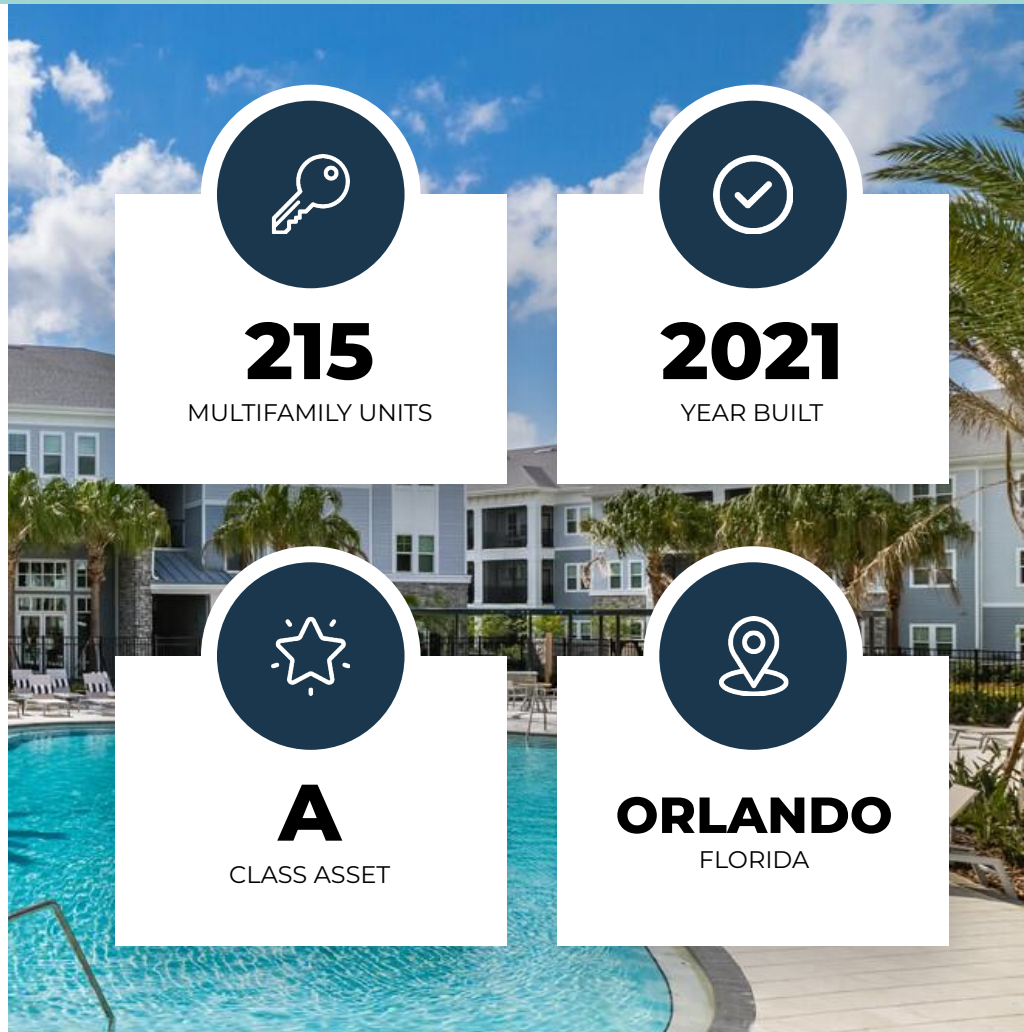
A

CLASS ASSET



ORLANDO

FLORIDA



WHY ORLANDO

With a **lower cost of living** and a friendly tax-climate for individuals and businesses, [Orlando is a top migration destination](#). In 2022, Orlando's growth rate was the **2nd fastest** of the top 30 largest U.S. cities – 4x the overall U.S. growth rate.

It is predicted that Orlando will see a **19% increase in jobs** by 2030. Rent growth in the Millenia submarket is **up 8.1%** over the trailing 12-month period and remains ahead of the market average of 5.7%.



#1

FASTEST GROWING CITY FOR
ENTREPRENEURS

LINKEDIN NEWS 2021

#1

BEST PLACE TO WORK
IN TECH

YAHOO FINANCE 2021

#1

BEST BIG CITY TO START
A BUSINESS

WALLETHUB 2022

#40

BEST CITY IN THE
WORLD

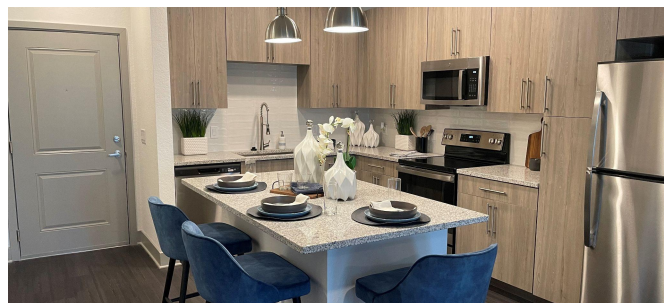
WORLD'S BEST CITIES 2023



ENCORE METRO AT MILLENIA

Encore Metro features an attractive mix of **studio, 1-, and 2-bedroom** units. The asset experienced rapid lease-up to stabilization in **less than 9 months**. It presents an excellent opportunity to bring first generation leases **up to market rent** in a sought-after location.

On top of that, we are assuming **below-market 3.8% fixed-rate debt**, and we will be purchasing at an attractive going-in basis well below where older comps have traded in the past year. Further, the **appraisal came in at nearly \$5M over purchase price**, meaning we are buying at a significant discount.





WHY WE LOVE THIS ASSET



\$268 RENT PREMIUMS

Rents are currently **\$268 below market**, and we plan to capture that rent premium gap within **18 months** after acquisition. Further, because concessions are no longer being offered, we expect a dramatic decline in outstanding concessions.

LOW COST PER DOOR

We are purchasing the asset at **\$266,000 per door**, significantly below older vintage properties less than 3.5 miles away, which are trading at \$286,000 per door, meaning we are purchasing the asset at a **7% discount**.

LOW FIXED RATE DEBT

We plan to assume the in-place HUD loan, which has a balance of approximately \$33.6M, a 40-year amortization schedule, and a **fixed interest rate of 3.8%** – terms that are much more favorable than what's available in today's market.

STRONG APPRAISAL

This asset sailed through our strict **due diligence** process with flying colors and received a strong 3rd party appraisal at **\$4.85M above purchase price**, which means we're going in with tremendous built-in value from the get-go.

Looking for more in-depth details? Be sure to check out the Detailed Asset Summary – available in the investor portal.

Goodegg Growth Fund I

INVESTOR RETURNS



\$10k

Minimum
Investment

7%

Preferred
Return

70/30

LP / GP Split
Up to 13% IRR, then 50/50 thereafter

\$10,000

MINIMUM INVESTMENT

5 YEARS

HOLD TIME

12 - 15%

IRR

16 - 20%

AVG ANNUAL RETURN

1.7x - 1.9x

EQUITY MULTIPLE

Quarterly

DISTRIBUTIONS



FINALLY, A FUND THAT MAKES CENTS **READY TO INVEST?**

If you are looking for **strong risk-adjusted returns** via an investment that will not only protect and grow your capital but also help you **make an impact**, Goodegg Growth Fund I could be the perfect fit for you and your investing goals.



Pop quiz: Do you remember how many units the Encore has?

CLASS A MULTIFAMILY ASSET

Invest in a strong class A asset in one of the top growing markets in the country

STRONG TRACK RECORD

Invest with a team that has successfully navigated 40 acquisitions and 20 exits

LOW 3.8% FIXED-RATE DEBT

Hedge against rising interest rates through the low fixed-rate debt in this deal

MEANINGFUL IMPACT

Through Goodegg Gives, you can rest assured that your investment is making an impact

Answer: 215 units

WAIT, DID SOMEONE SAY IMPACT?

GOODEGG GIVES

At Goodegg Investments, giving back and helping to **create a better world** is part of our DNA.

That's why, when you partner with us, you are not only building wealth for your family, but you are also supporting **incredible causes around the world** – all without any impact to your investment returns.



\$55,000+

DONATIONS TO DATE VIA GOODEGG GIVES



What causes do you care most about?



GOODEGG GROWTH FUND I

INVEST IN 3 EASY STEPS



STEP 1

CLICK INVEST NOW

In the investor portal, click Invest Now, then enter your investment amount.



STEP 2

SUBMIT YOUR INFO

Submit your personal and financial info via the steps in the portal.



STEP 3

SEND YOUR FUNDS

Send in your funds to secure your spot in the deal, and then you're done!

QUESTIONS?



InvestorRelations@GoodeggInvestments.com



Call / Text (888) 830-1450