

CONFIDENTIAL INVESTMENT SUMMARY  
REGULATION CROWDFUNDING OFFERING

# 2

## SELECT-SERVICE HOTELS

GOODEGG GROWTH FUND II

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INVESTMENT SUMMARY

# 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 available "to accredited investors" only and 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

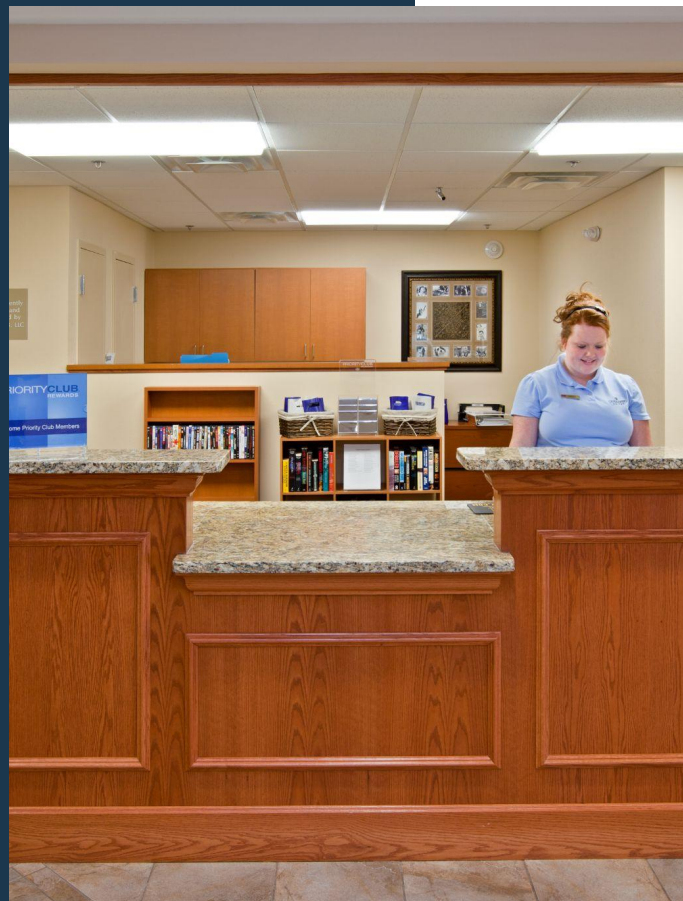
Potential investors and other readers are also cautioned that these forward-looking statements are predictions only based on current information, assumptions and expectations that are inherently subject to risks and uncertainties that could cause future events or results to differ materially from those 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 II**.

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 investment 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

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## AT THE HELM

Meet the Goodegg and GHC leadership teams

## 20 EXITS + 5,000 ROOMS

The Goodegg and GHC track record of success

## FUND-A-MENTALS

Everything you need to know about this fund

## CHA-CHING!

Equity structure, investor classes, and projected returns

## READY, FREDDY?

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



Kids: Why do you think hotels might be a good investment?





## 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 both **select-service hotels**, as well as large (200+ unit) class A and B multifamily assets.



**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!



## MANAGEMENT TEAM

General Hotels Corporation (GHC) is a key component of and strategic partner for all the hotel deals we've done to date.

GHC is the manager of the Hampton Inn and Homewood Suites we acquired in 2022 via **Goodegg Diversification Fund II**, as well as the Holiday Inn and SpringHill Suites we're acquiring via **Goodegg Diversification Fund III**.

They have proven, time and again, to maintain **exceptional levels of service and operational excellence** throughout the 55+ properties and 5,000 guest rooms in their portfolio, which includes all the hotels we operate together.

GHC brings **over 60 years** of successful hotel management, operational, and development experience to managing the assets we will acquire via Goodegg Growth Fund II.



**James E. Dora, Jr.**

President & Chief  
Executive Officer



**Glenn Brooks**

Executive Vice President  
of Sales & Marketing



**Richard A. Jett**

Executive Vice President  
& Chief Financial Officer



**Chuck Summers**

Executive Vice President  
of Operations

# STRONG TRACK RECORD IN HOSPITALITY

As our strategic partner and management team for the assets to be acquired via **Goodegg Growth Fund II**, GHC brings an exceptional track record and a seasoned team with **60+ years** of hospitality management experience.

With an **uncompromising commitment to quality guest service** and sound operational management style, GHC's vision and approach align very closely with ours and ensure the highest level of performance for these assets.



**55+**

PROPERTIES



**5,000+**

GUEST ROOMS

## GOODEGG + GHC ASSETS

### Homewood Suites – Goodegg Diversification Fund II

99 Rooms | Munster, Indiana

### Hampton Inn & Suites – Goodegg Diversification Fund II

91 Rooms | Munster, Indiana

### SpringHill Suites – Goodegg Diversification Fund III

118 Rooms | Terre Haute, Indiana | Acquisition In Progress

### Holiday Inn – Goodegg Diversification Fund III

92 Rooms | Terre Haute, Indiana | Acquisition in Progress



# 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 with **20** assets that have successfully exited. Of those, our most recent hotel assets have produced an average of **11.3% cash-on-cash return** for our investors in 2022.



**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

**11.3%**

REALIZED CASH-ON-CASH  
FOR HOTEL ASSETS IN 2022

**2.83x**

EQUITY MULTIPLE\*

**35** MONTHS

AVERAGE HOLD TIME  
FOR EXITED DEALS

**22.3%**

AVERAGE IRR

**\$30M+**

DISTRIBUTED TO  
INVESTORS

**24.9%**

AVERAGE ANNUAL RETURN

\* Based on 5-year annualized numbers

FUND-A-MENTALS

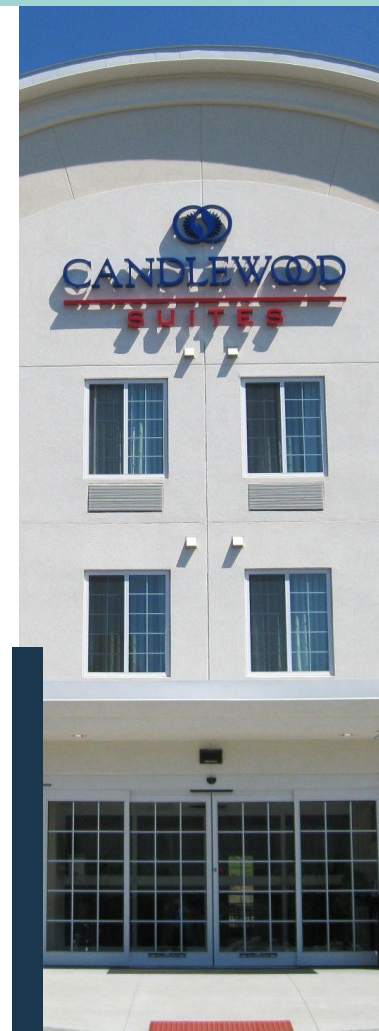
# GOODEGG GROWTH FUND II

Travel has seen a huge rebound since the pandemic, and growth is projected to continue. So what better way to catch the wave than to **invest in hotels**, right?

However, not all hotels make for recession-resilient investments. That's why we focus on **select-service hotels**, particularly those geared toward business travelers.

**Goodegg Growth Fund II** will acquire two such select-service hotels, located just 5 minutes from **Fort Knox** – one of the largest military bases in the country.

These hotels are in an ideal location to serve government contractors, military personnel, and business travelers. In addition, we will assume the **in-place fixed-rate debt**, further mitigating our risk.



# 11.3%

ACTUAL CASH-ON-CASH  
RETURNS FOR GOODEGG  
HOTEL ASSETS IN 2022

Goodegg Growth Fund II

# INVESTOR RETURNS



**\$10k**

Minimum  
Investment

**8%**

Preferred  
Return

**70/30**

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

**\$10,000**

MINIMUM INVESTMENT

**5 YEARS**

HOLD TIME

**13 - 15%**

IRR

**15 - 17%**

AVG ANNUAL RETURN

**1.7x - 1.9x**

EQUITY MULTIPLE

**Quarterly**

DISTRIBUTIONS

# PROJECTED CASH-ON-CASH RETURNS\*

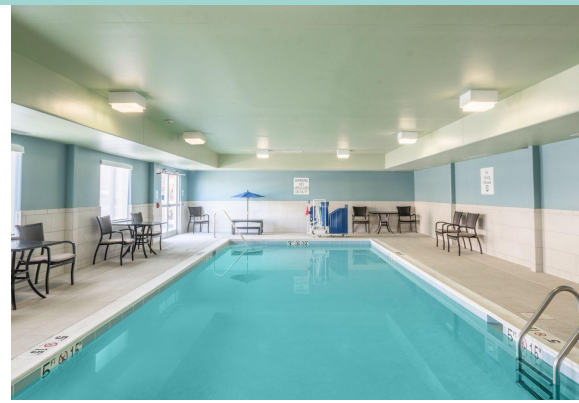
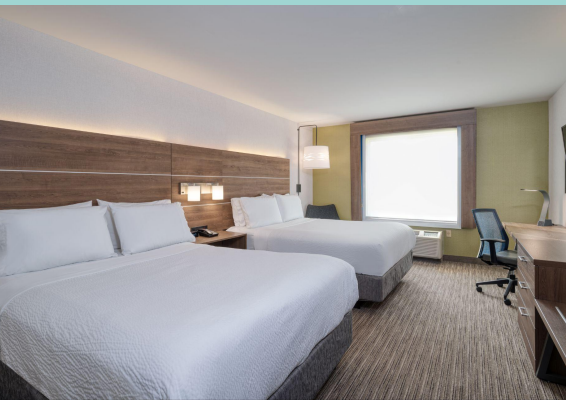
## BASED ON HYPOTHETICAL INVESTMENT OF \$100,000

Year 1	Year 2	Year 3	Year 4	Year 5
11.0%+	11.5%+	12.0%+	12.5%+	25%+
\$11,000+	\$11,500+	\$12,000+	\$12,500+	\$25,000+

\* Note: These are projected returns only and may differ from actual returns. These hypothetical projections do not include any appreciation, which could further impact overall returns.







# WHY INVEST IN HOTELS RIGHT NOW?

Given the **pent-up demand** for travel post COVID-19, both business and leisure travel have rebounded in a big way, leading to huge opportunities in hotel investments.

With the **outstanding performance and strong cash flow** of the hotel assets we've acquired to date, we are bullish on the hotel sector and anticipate tremendous opportunities in the coming months and years.

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The Hotel Sector in 2023 & Beyond  
Check out our outlook and forecast below.

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**HOTEL SECTOR OUTLOOK**



Click above or  
scan to learn more



GOODEGG GROWTH FUND II

# INVESTMENT AT A GLANCE



## **SELECT-SERVICE HOTELS**

This fund will acquire 2 select-service hotels geared toward business travelers



## **5 YEAR HOLD TIME**

We anticipate that the hold time for these assets will be approximately 5 years



## **UNIQUE MARKET**

Located just 5 minutes from Fort Knox, KY, these hotels are in a prime location

FORT KNOX HOTELS

# ASSETS AT A GLANCE

We will be acquiring 2 **select-service hotels** in Radcliff, KY, just outside of Fort Knox:

- **Candlewood Suites** – 83 rooms, built in 2010
- **Holiday Inn Express** – 63 rooms, built in 2007



**CANDLEWOOD  
SUITES**



What's your favorite thing about staying at a hotel?



**83**

HOTEL ROOMS  
CANDLEWOOD SUITES



**63**

HOTEL ROOMS  
HOLIDAY INN EXPRESS



**2010**

YEAR BUILT  
CANDLEWOOD SUITES



**2007**

YEAR BUILT  
HOLIDAY INN EXPRESS

# WHY FORT KNOX

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Just up the road from both hotels is **Fort Knox Military Base**, home to 18 different military commands, each with a significant need for training, relocation, and strategy meetings, thus creating **consistent year-round hotel demand**.

Further, **Ford** just broke ground in late 2022 on a **\$5.8B** factory nearby, which will be one of the largest battery plants in the country and bring over **5,000 jobs** to the area.



## 76.2%

CANDLEWOOD SUITES  
T-12 OCCUPANCY <sup>1</sup>

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<sup>1</sup> As compared to 2023 projected hotel industry average of 63.8% occupancy (American Hotel & Lodging Association)

## 74.4%

HOLIDAY INN EXPRESS  
T-12 OCCUPANCY <sup>1</sup>

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## 2.57x

CANDLEWOOD SUITES  
DSCR <sup>2</sup>

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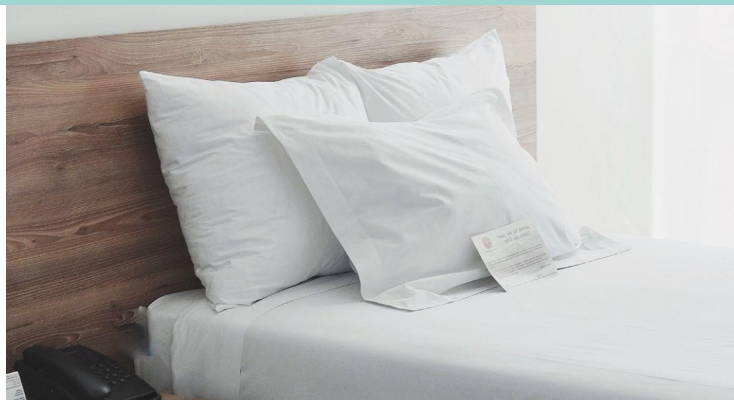
<sup>2</sup> DSCR = Debt Service Coverage Ratio. A 1.0x DSCR means the income exactly matches the debt. Lenders typically require minimum 1.25x.

## 2.63x

HOLIDAY INN EXPRESS  
DSCR <sup>2</sup>

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## A CORE FOCUS ON SELECT-SERVICE HOTELS

As with Goodegg Diversification Funds II and III, the focus for Goodegg Growth Fund II will be on **select-service hotels**, which allow us to maximize efficiencies while also offering key amenities all focused on business travelers.

Even throughout the **pandemic**, select-service hotels have continued to see **strong and growing demand**, and we anticipate that demand will continue to rise in coming years.

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**Pop Quiz:** How do select-service hotels differ from full-service hotels?

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**FIND OUT HERE**



Click above or  
scan to find out



# WHY SELECT-SERVICE HOTELS

## LOW OPERATIONAL EXPENSES

With select-service hotels, we maximize efficiencies through offering key cost-effective amenities, such as providing a limited menu for only one meal a day instead of a full restaurant.

## IDEAL LOCATION WITH EASY ACCESS

Location is key, particularly for select-service hotels. Hotels should be located in transportation corridors with infrastructure geared toward both business and leisure travel.

## GEARED TOWARD BUSINESS TRAVELERS

Select-service hotels offer a competitive edge over full-service hotels by offering more in-room amenities that cater specifically to business travelers.

## CONSISTENT OCCUPANCY AND HIGH ADR

Select-service hotels are less seasonal, attract more stable demand, and require fewer capital expenditures than full-service hotels, thus contributing to increased occupancy and ADR (average daily rate).



## STRONG AND GROWING DEMAND

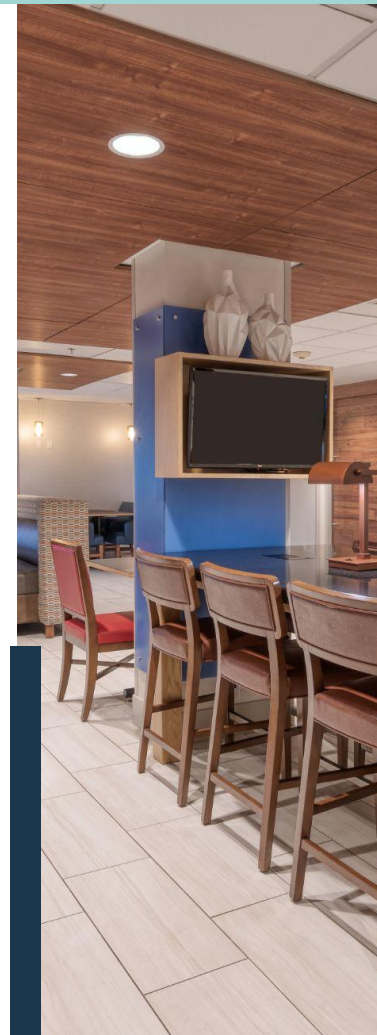
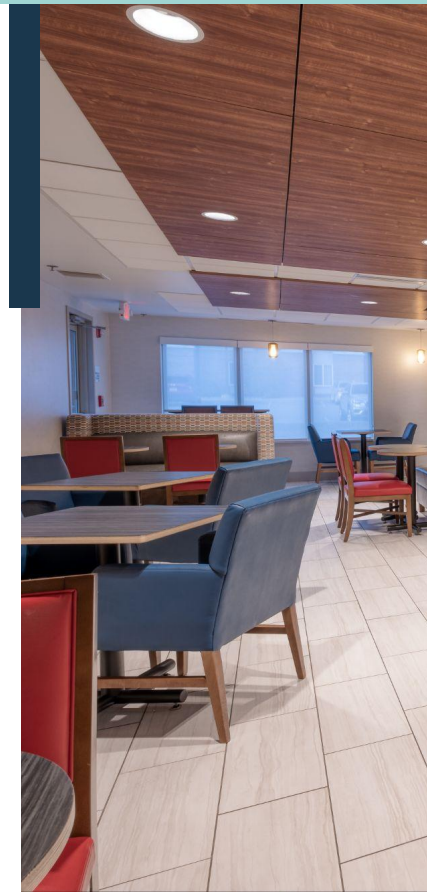
Demand for select-service hotels has increased steadily over the last 15+ years as corporate travel budgets have tightened, thus leading business travelers to book stays at select-service rather than full-service hotels.

# WHY WE ❤️ THESE HOTELS

As you know by now, **select-service hotels** are our jam. These two select-service hotels are **fully stabilized**, with historically strong performance and are located in a **high traffic area** near one of the largest and most well-known military bases in the country.

This, combined with the in-progress development of the **\$5.8B Ford factory**, diverse range of local economic drivers, and high transportation connectivity ensure that these hotels will continue to see consistent demand and strong performance.

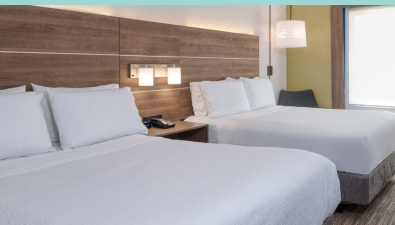
Further, because we will be assuming the **in-place fixed-rate debt**, we can further mitigate overall risk and maximize cash flow.



Answer: Hotels with limited amenities, often geared toward business travelers.



Kids: What is a select-service hotel?



# WHY INVEST

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## 4.5 ★ ON TRIPADVISOR

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Both hotels are currently rated **4.5 stars on Tripadvisor**, across **hundreds of reviews**. What that tells us is that, not only are the properties seeing **high demand and high occupancy**, but they are operated with a level of **efficiency and service** that keeps guests happy and coming back for additional stays.

## \$2.5M RENOVATION

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A significant **franchise-required property renovation** is currently underway at Candlewood Suites and is slated to be **completed by the time we close** on these assets. That means that we are acquiring these assets with **upgrades and modernization** already in place.

## LOW FIXED RATE DEBT

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We will assume the **in-place loan**, which has a **low 50.87% LTV** and is at a **fixed interest rate of 5.19%** – far lower than what we could get in the market today. Further, the loan has another **9 years** on the term, thus giving us ample time for our **buy-and-hold business plan**.

Looking for more in-depth details? Be sure to check out the Deep Dive Deck – available in the investor portal.





WHAT A 'SUITE' INVESTMENT

# READY TO INVEST?

If you are looking for **strong cash-on-cash returns** and **diversification** outside of multifamily via an investment that will protect and grow your capital, **Goodegg Growth Fund II** could be the perfect fit for you and your goals.



Pop Quiz: Do you remember which type of hotels this fund will target?

## SELECT-SERVICE HOTELS

Invest in select-service hotels that will minimize risk while maximizing returns

## STRONG TRACK RECORD

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

## LOW IN-PLACE 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: Select-Service hotels!

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 are you excited to support?



GOODEGG GROWTH FUND II

# 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](mailto:InvestorRelations@GoodeggInvestments.com)



Call / Text (888) 830-1450