



CONFIDENTIAL INVESTMENT SUMMARY
REGULATION CROWDFUNDING OFFERING

GOODEGG

GROWTH FUND III

250-Unit Class B+ Multifamily Asset
Winston-Salem, North Carolina

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 III**.

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 **Support@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

FUND-A-MENTALS

Everything you need to know about this fund

CHA-CHING!

Investment structure and projected returns

READY, FREDDY?

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



Kids: What do you think is the most important thing to know about a property you want to invest in?



Julie Lam

Chief Executive Officer
& Co-Founder



Annie Dickerson

Chief Brand Officer
& Founder

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 **\$1.4B+** 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.



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 **\$1.4B+** since 2017. 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



\$1.4B+

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

\$30M+

DISTRIBUTED TO INVESTORS

24.9%

AVERAGE ANNUAL RETURN

* Based on 5-year annualized numbers

FUND-A-MENTALS

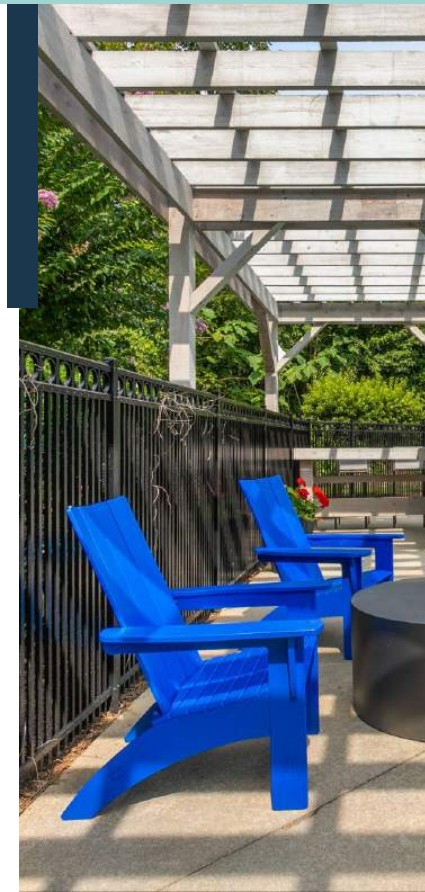
GOODEGG GROWTH FUND III

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 Winston-Salem, North Carolina – home to the **Crowne Club Apartments** – the asset that Goodegg Growth Fund III has acquired, as of July 1, 2024.

Crowne Club is an absolute gem that offers **strong upside potential**. There's very little deferred maintenance, and there's significant room to add value and bring rents up to market rates. 💎



INVESTMENT AT A GLANCE



CLASS B+ MULTIFAMILY

This fund will invest in a 250-unit multifamily asset built in 1995 that has very little deferred maintenance



5 YEAR HOLD TIME

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



STRONG GROWING MARKET

Winston-Salem is a hidden gem of a market with strong job growth and population growth

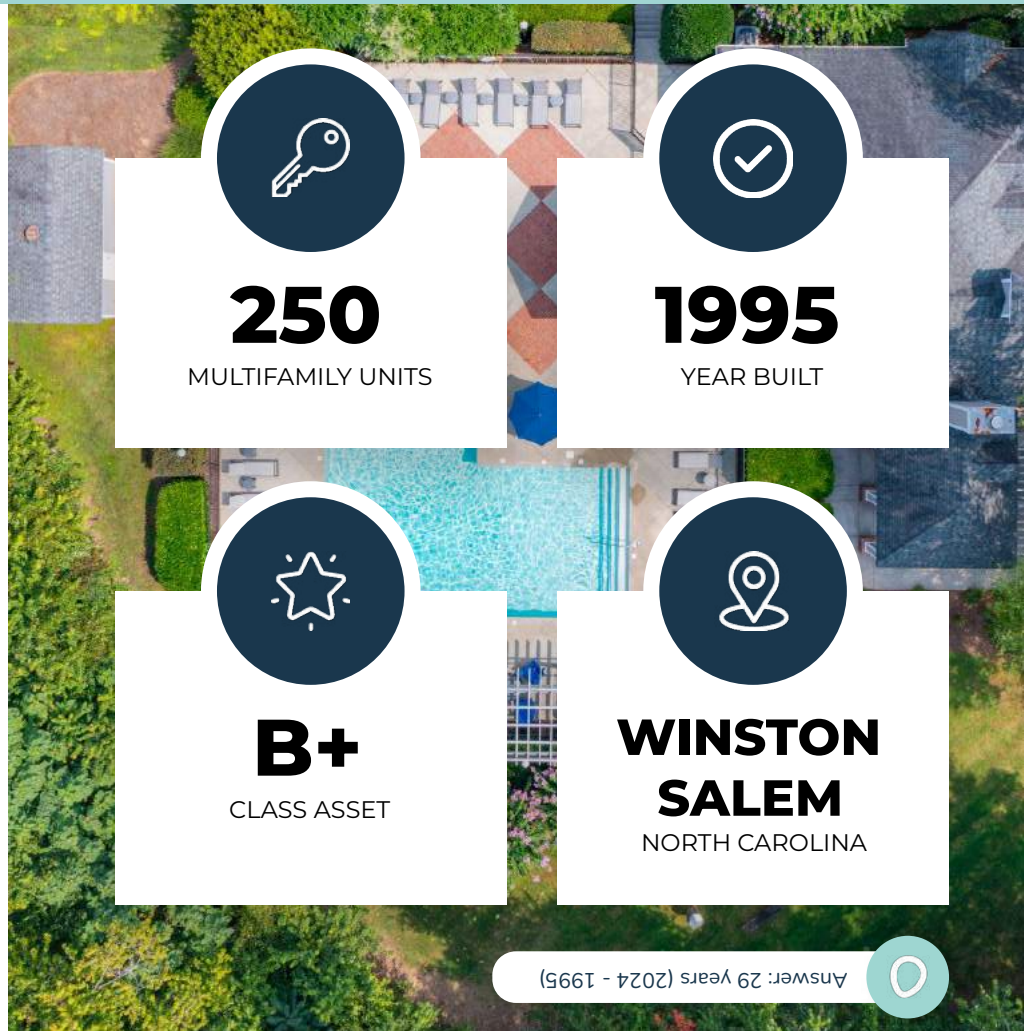
CROWNE CLUB

ASSET AT A GLANCE

Crowne Club is a **250-unit** garden-style community in excellent physical condition, with immediate **value-add upside** located minutes from the Atrium Health Wake Forest Baptist Medical Center (19,000+ jobs) in an affluent submarket of **Winston-Salem, NC**.

Built in **1995**, the property has a proven track record of strong demand and stable occupancy, averaging **96% occupancy** over the last 12 months and **70% renewal** rate over the last 3 months.

Pop Quiz: How old is this property now?



250

MULTIFAMILY UNITS



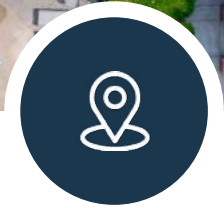
1995

YEAR BUILT



B+

CLASS ASSET



**WINSTON
SALEM**

NORTH CAROLINA

Answer: 29 years (2024 - 1995)



WINSTON SALEM

Anchored by **Wake Forest University** and several large banking and medical employers, Winston-Salem offers an affordable cost of living and strong job growth, which have led to **low unemployment** and **strong net migration rates**.

Combined with **limited new supply** (only 3 market-rate apartment communities slated in the entire Winston-Salem market over the next 24 months), this provides the **ideal scenario** for us to realize strong rent growth as demand continues to climb.



#1

BEST CITY FOR
BUSINESS COSTS

WALLETHUB 2023

#2

MOST AFFORDABLE
METRO AREA

BUREAU OF ECONOMIC ANALYSIS
2022

#3

BEST CITY TO WORK
FROM HOME

APARTMENT GUIDE 2021

#4

BEST CITY TO START A
SMALL BUSINESS

ZENBUSINESS 2020



CROWNE CLUB

Crowne Club is a hidden gem that offers **significant upside potential**. The seller is the original developer from 1995, and they have kept the property in tip-top shape, with **very little deferred maintenance**.

On top of that, because the seller has been under a corporate mandate that **caps all rent increases** at 6% per year, there are many residents whose rents are held artificially low. This gives us a tremendous opportunity to bring rents up to market.





WHY WE LOVE THIS ASSET



\$196 RENT PREMIUMS

The **upside potential** at Crowne Club is still largely untapped. Through upgrading the 62 Classic Units and 56 Partial Renovation Units, we can capture an average rent premium of **\$196/unit**, unlocking the property's full potential and generating over **\$630,000** in additional annual revenue.

PROVEN VALUE ADD

A significant number of the units have already been renovated, either fully or partially, and are successfully achieving average rent premiums of **\$237** above Classic Units. On top of that, the majority of leases turn over in **prime leasing months**, allowing us to optimize the renovation process.

LOW COST PER DOOR

We are purchasing the property for **\$152k per door**, which is a **16.23% discount** to recent trades in the past three years. This excellent basis will provide a solid footing for potential cap rate compression as interest rates are expected to drop.

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

Goodegg Growth Fund III

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

PROJECTED INVESTOR RETURNS

BASED ON HYPOTHETICAL INVESTMENT OF \$100,000*

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Flow	\$5,320	\$8,020	\$10,590	\$8,070	\$8,000
Return of Capital					\$100,000
Excess Cash Flow					\$59,311
Total	\$5,320	\$8,020	\$10,590	\$8,070	\$167,311

* Note: These are projected returns only and may differ from actual returns.

16.36 %

IRR
(Internal Rate of Return)

7.98 %

Average CoC
(Cash-on-Cash Return)

1.99 x

Equity Multiple



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 III could be the perfect fit for you and your investing goals.



Pop quiz: Do you remember how many units this asset has?

CLASS B+ MULTIFAMILY ASSET

Invest in a strong class B+ asset with very little deferred maintenance

STRONG TRACK RECORD

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

SIGNIFICANT UPSIDE POTENTIAL

Invest in this proven value-add business plan, with a clear path to growth

HIDDEN GEM MARKET

Winston-Salem is still largely under the radar, but with its growth, it won't be for long!

Answer: 250 units

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?



Support@GoodeggInvestments.com



Call / Text (888) 830-1450