



# equishare alliance

Changing Lives Through Home Ownership

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# The Landscape

Too many Americans can't afford homes.



realtor.com®  
THE NEW HOUSING CRISIS: ARE FIRST-TIME BUYERS  
BEING PRICED OUT OF HOMEOWNERSHIP?

Millennials have almost no chance of being able to afford a house.



For most Americans, owning a home is now a distant dream.



Here's Why So Many Americans Can't Afford to Buy a House

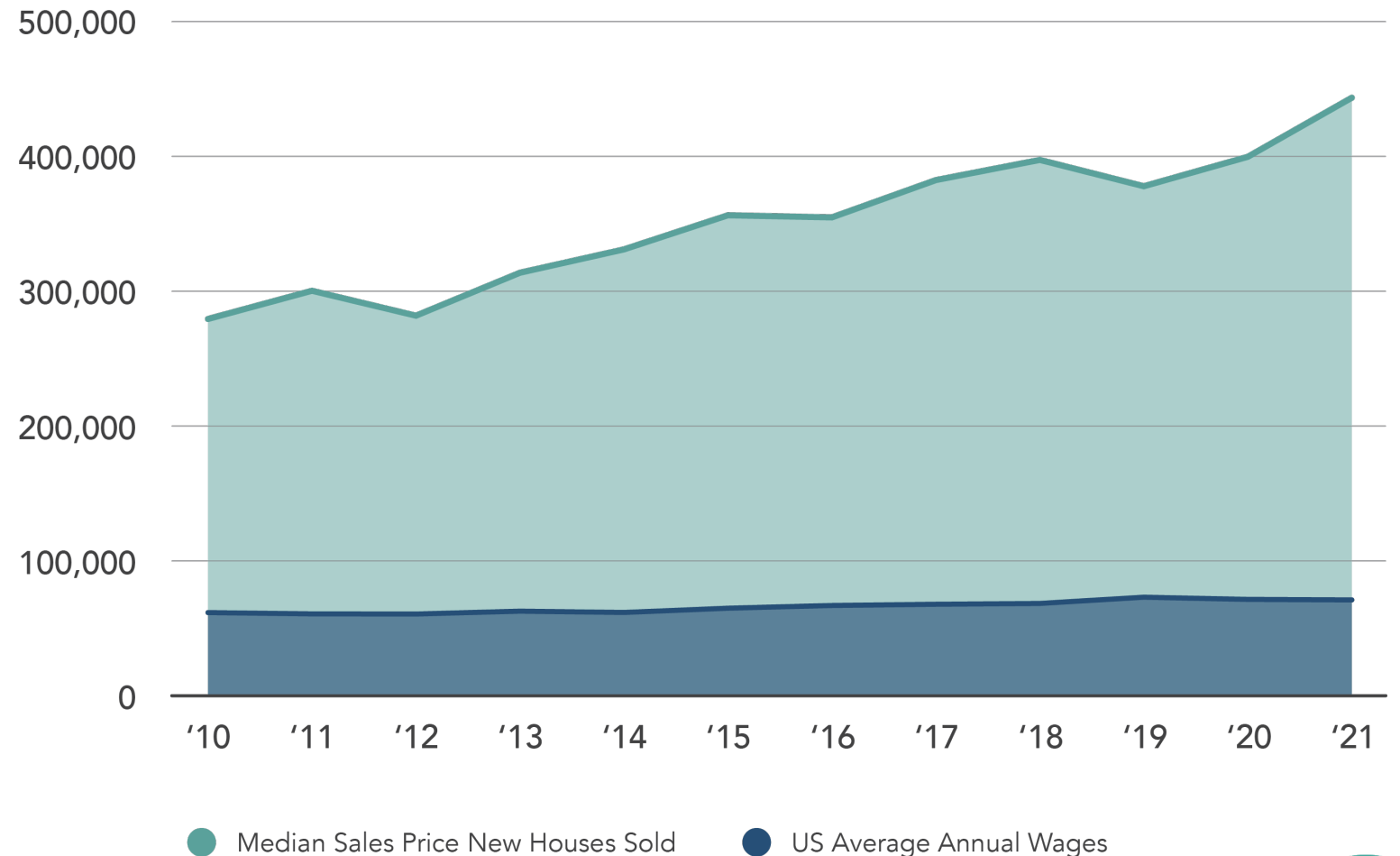


When Will Home Prices Be Affordable Again?



# The Landscape

Median House Prices continue to significantly outpace average annual wages. Currently nothing exists that effectively bridges the gap in a sustainable way. This is where EquiShare can assist.



# Current 'Solutions' Are Lacking

- Almost 50% of Americans cannot afford the home they want.
- Rent-to-Buy is an expensive and long process.
- Down payment assistance is typically less than 5% of the house price.
- Subsidized housing is challenging to get into and is limited.
- Real Estate Capital Investment is not pure, precise or geo-targeted.



**48.9%**



of U.S. residents cannot afford at least a \$250,000 home.

**34.6%**



of U.S. residents are renting.  
(115 million people)

**61%**



of U.S. residents say the cost of buying a home is just too much right now.

# The Solution

EquiShare Alliance is a novel solution utilizing existing housing infrastructure to allow people to purchase quality homes while providing investors a vehicle for participating in the Prime Real Estate market.



60% homeowner  
40% outside capital



EquiShare acts strictly as a facilitator



Market to existing distribution channels  
to target their end-users

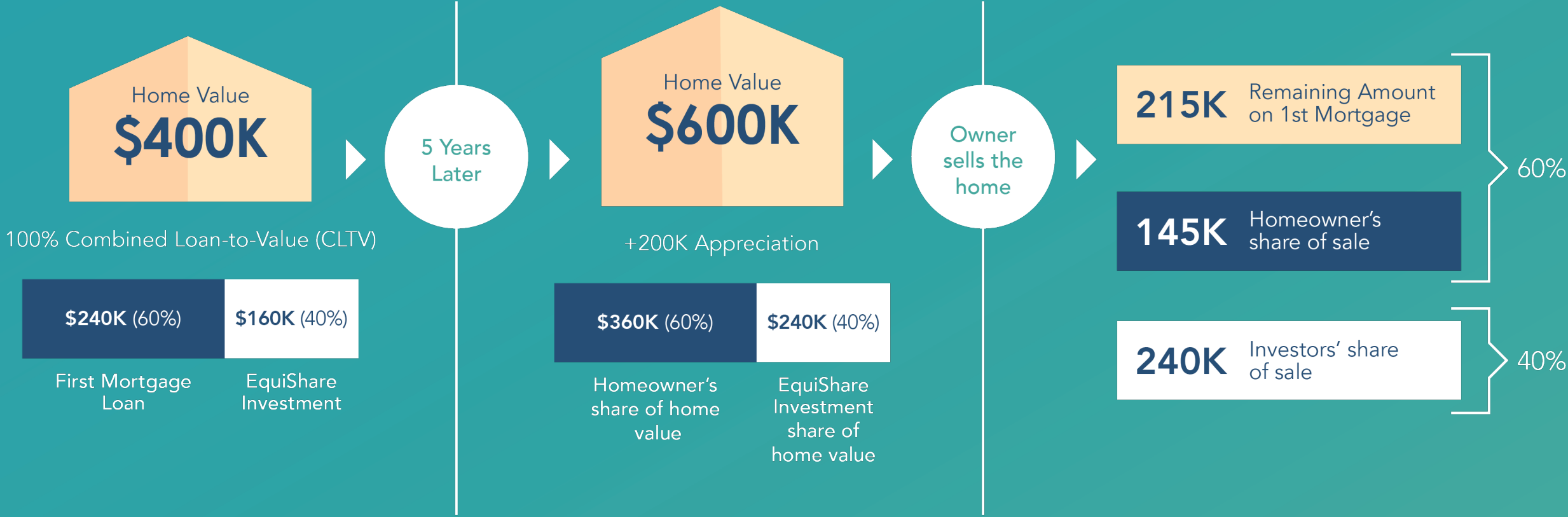


An open market solution  
A true Alliance



Pure real estate investment

# Our Model



# EquiShare Assurance

EquiShare Assurance is an involved and integrated partner to the owner-occupant throughout their journey of homeownership. It assures the optimal outcome for all stakeholders by protecting that relationship to its conclusion.



Services the loan



Stands as guarantor against default



Manages the relationship between owner and investor



Ensures maximum value of the property is maintained



Supports continuous occupancy by the owner



Realizes optimized return upon sale

# The Opportunity | Distribution Verticals

EquiShare is positioned to serve market verticals through an experienced leadership team of industry professionals.



## HEALTH CARE

Potential Reach: 3,072,000



## FIRST RESPONDERS

Potential Reach: 1,860,000



## ATTAINABLE HOUSING

Potential Reach: 10,800,000



## EDUCATION

Potential Reach: 3,900,000



## CORPORATE EBP (SMALL/MID-SIZE)

Potential Reach: 5,670,000



## CORPORATE EBP (LARGE)

Potential Reach: 28,940,000



# The Opportunity | Market Potential

**54M**

Market potential  
across distribution  
verticals\*



\*A combination of  
all 6 verticals



**\$5.5B**

Revenue at  
1% Penetration



**\$27B**

Revenue at  
5% Penetration



**\$55B**

Revenue at  
10% Penetration



**\$10,200**

Estimated revenues  
per transaction



**\$0.00**

Direct costs to  
the homebuyer

# Alternatives, Not Competitors



## POINT DIGITAL FINANCE, INC.

Acts as a Down Payment Assistance Program for Home Purchases.



## DIVVY

A rent-to-own or lease-to-own company for individuals who aren't ready/able to qualify for a standard mortgage.



## HAUS SERVICES, INC.

Discounted monthly payment to the lender.



## UNISON

Only applicable to cash outs for existing property. Shared equity co-investment. No debt, no monthly payment, no interest.



## EQUIFI CORPORATION

Shared equity co-investment. No debt, no monthly payment, no interest.



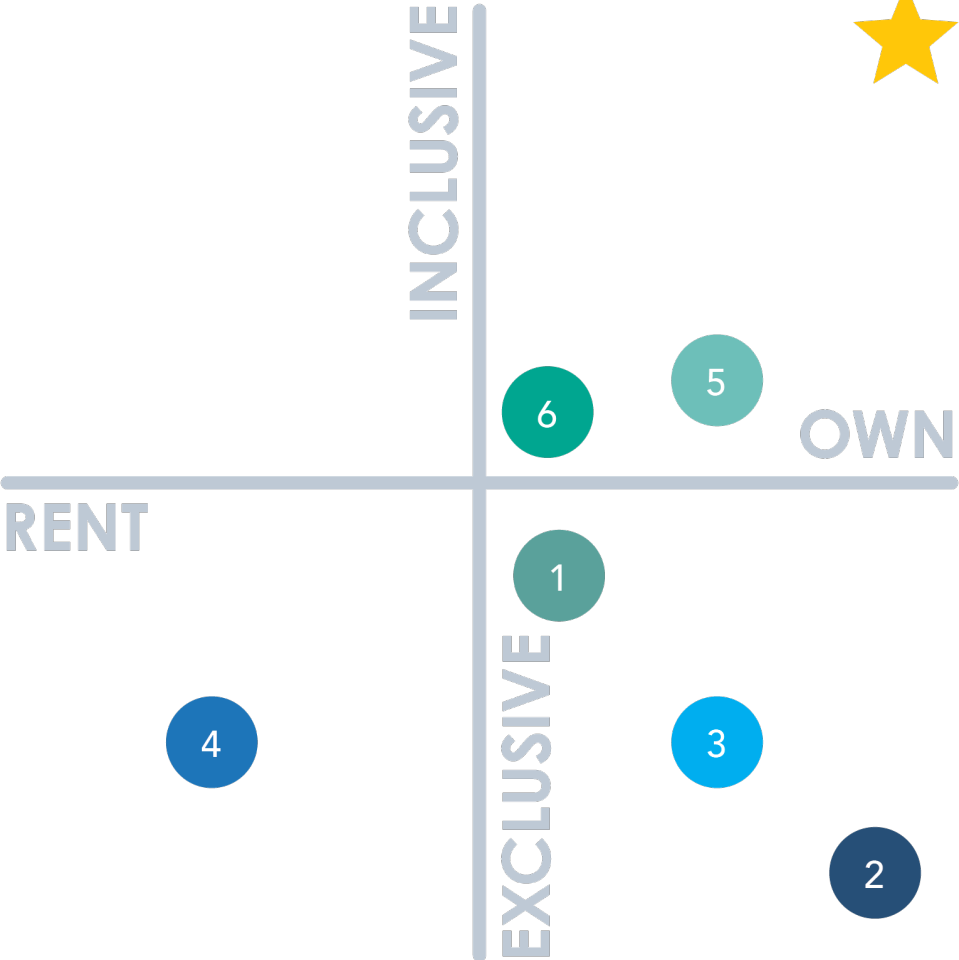
## NADA

Cash out service that takes back the amount of money provided plus a percentage of capital appreciation.

# EquiShare Stands Alone




- 1. POINT DIGITAL FINANCE, INC.
- 2. HAUS SERVICES, INC.
- 3. EQUIFI CORPORATION
- 4. DIVVY
- 5. UNISON
- 6. NADA



# Our Team



**Gary F. Adornato**   
Chief Executive Officer  
Wall Street executive and successful entrepreneur.




**Bill Mattoon**   
Director, Board of Directors  
Seasoned leader and growth architect.



**Ryan King**   
Chief Investment Officer  
Highly accomplished and successful executive with vast knowledge.



**Aaron Luna**   
Chief Revenue Officer  
Distinguished executive delivering exceptional results through the creation of robust and sustainable partnerships.

A robust and passionate Executive Leadership  
Team that is ready to launch.

# Our Team



**Blake Rush** 

Chief Operations Officer  
Creator of forward-thinking and sustainable systems, strategies, and synergies.



**Keith Biggers** 

President  
Exemplifies leadership of high performing teams in fast-paced, hi-tech and rapidly changing environments.



**Amy Coke** 

Chief Compliance Officer  
Skilled innovator and problem-solver with an unwavering commitment to accountability.



**Mark Tribuna** 

President of Attainable Housing  
Trusted advisor and a catalyst for positive change efforts.

Engineers of innovation who are committed to reimagining the future.

# Team Milestones



**8 Years & \$1M Spent**  
Research & Development



**1981**

While on Wall Street, Founder Gary Adornato writes a white paper about the disparity in housing prices and income and sustainable solutions.

**2015**

After years of success as an entrepreneur, Gary picks back up this equitable housing idea that has continued to gnaw at him.

**2021**

Gary and Aaron Luna officially launch EquiShare.

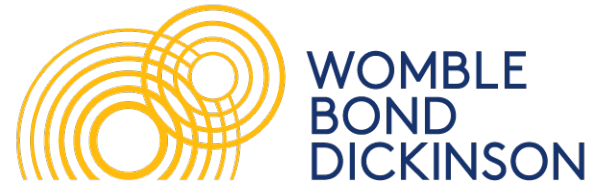
**2022**

Womble Dickinson Legal and LINK Strategic Partners are added to the team.

**2023**

The rest of the team is brought on board to prepare for market launch.

# Our Partners



# EquiShare Timeline



### DEVELOPMENT

6 Months for Tech, Intake System, & Legal Implemented

August - January 2024



### PHASE 1 LAUNCH

Launch Healthcare, Attainable Housing Verticals, and EquiShare Assurance

February 2024



### PHASE 2 LAUNCH

Launch Corporate Employee Benefits, Teacher, Fire, and Law Enforcement Verticals

August 2024



### MANAGE EXPANSION

Expand penetration into existing verticals

January 2025



### COMMUNITY IMPACT PROGRAMS

Monitor Change(s) and evaluate success, plan and make adjustments

January 2025



# Forecasts



## **YEAR 1 \$93 MILLION**

Net revenue for 2024 with 6 of 12 months generating revenue



## **YEAR 3 \$3.8 BILLION**

Net revenue for 2026



## **YEAR 2 \$629 MILLION**

Net revenue for 2025



## **TOTAL \$4.5 BILLION**

Highly Profitable

**23.1% OF FORECASTS ATTRIBUTABLE TO INVESTORS' BENEFIT.**

# Hypothetical Corporate Example

 79,100 Employees

		Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	YEAR 1	YEAR 2	YEAR 3	TOTAL
PENETRATION		(A)	(B)	4.00%	3.00%	7.00%	4.00%	4.00%	15.00%**
# EMPLOYEES	79,100			3,164	2,373	5,537	3,164	3,164	11,865
REVENUE	\$10,200*			\$32,272,800	\$24,204,600	\$56,477,400	\$32,272,800	\$32,272,800	\$121,023,000

(A) Introduction Period – Presentation, Negotiation, Due Diligence, Agreement

(B) Installation Period – Terms and Conditions, Operations Integration, Capital Investment, Marketing Integration

\*Estimated, subject to change.

\*\*Estimating 1% additional penetration per quarter starting in year 2.

**One Company + Slow Integration = \$120+ Million in Revenue Over a 3-Year Period**

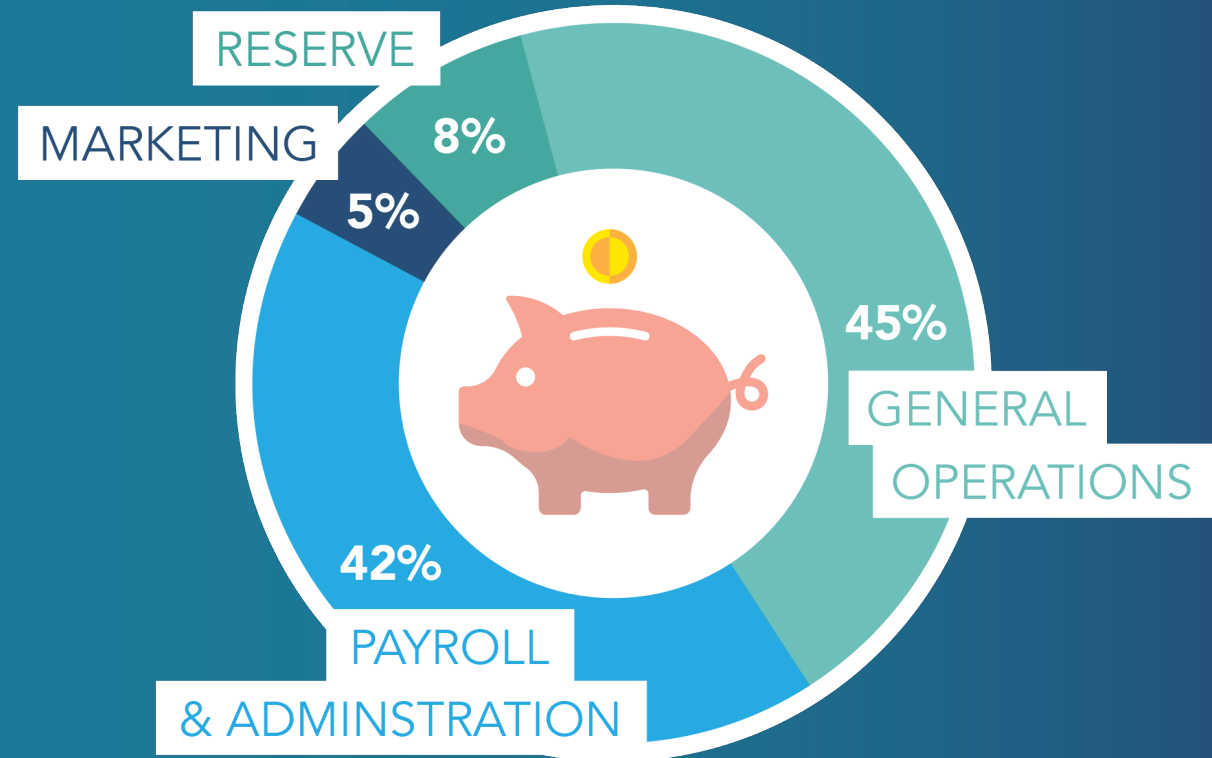
# Investment Opportunity

The investment commitment will be in the form of a bond with the option to buy shares at par value. The terms of the bond will be disclosed later in the investment process through further documentation.



INVESTMENT CAPITAL

**\$10M**





# Let's change the world together.

We're looking for the right financial partner(s) to join us for this journey.

*Contact us to explore this opportunity.*

[www.equisharealliance.com](http://www.equisharealliance.com) | [info@equisharealliance.com](mailto:info@equisharealliance.com)