



A Real Estate Investment Company
Credibility Packet

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Who Are We?

Gem Shade LLC is a professional, full-service real estate solutions firm that buys and sells properties throughout the Charlotte region. We specialize in buying distressed homes at a significant discount and renovating and reselling them to retail home buyers and landlords.

Founded in 2019 by Moyosore Lawal, Gem Shade is excited to be part of the area's renaissance and we aspire to continue contributing to the economic rejuvenation of Charlotte and its neighborhoods.

In addition, we re-develop many single-family and multi-family properties throughout the state to revitalize communities and encourage home ownership. **Our mission** is to rejuvenate neighborhoods and increase the standard of living by improving the overall quality of housing for the residents.

OUR MISSION

When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. At Gem Shade, it's our goal to not only have a positive effect on ourselves and our families - but also to inspire, motivate and create lasting change in everyone we encounter. We always treat our clients and team members with respect. One of our mottos is "How you do anything is how you do everything.". Our company will dedicate itself to everlasting education and professional growth that will make the leaders of tomorrow and make the world better.

Important Facts About Gem Shade

- Upcoming full service real estate solutions company in Charlotte region, specialized in buying and selling property
- We provide solutions for homeowners and value for investors and buyers by locating and renovating distressed properties.
- Our goal is to provide the absolute highest level of service to our clients

Who Are We?

THE STORY OF GEM SHADE LLC

With many years of experience dealing with people and working in the corporate world, we realized the need to step out and join in the race of making a difference. To give people hope and an opportunity to fulfill their potentials is what we hinge on.

At Gem Shade LLC, our team is highly motivated, knowledgeable, ethical and resourceful. Qualified to handle any real estate transaction, our dedicated staff is committed to helping people with their real estate needs and making successful deals happen. Our team of professionals has the integrity to follow up on our promises, and the expertise to navigate any transaction to ensure you are fully informed for making the best decision possible.

Our Business Model

OVERALL INVESTMENT APPROACH

Our overall investment strategy and specialty are to search for and sell distressed properties at a deep discount – usually, 30% to 50% below market value, providing exceptional property information then renovate and sell those properties to retail homebuyers and landlords.

At Gem Shade, we pride ourselves on having a strong foundation of real estate knowledge and training. Our focus is on providing SOLUTIONS for homeowners and finding VALUE for our buyers and investors by locating ugly, vacant homes that are eye sores and we put them back into use after renovation.

Our Business Strategy

- We purchase distressed residential properties 30%-50% below current market value
- We search for distressed properties and sell to rehabbers, retail buyers and landlords

Our core business lies within our systems, education, and knowledge of the real estate industry. We did not just buy a CD off the Internet and become real estate investors overnight. We have spent thousands of dollars to learn how to be successful in this business and do it the right way the first time. Through our affiliation, we are connected with a national network of investors that provide continual support and weekly training on changes throughout our industry. This process has allowed us to circumvent many pitfalls. Learning the hard way is not a phrase in our vocabulary, and we certainly would not ask anyone to invest with us if we weren't confident enough to invest ourselves!

We Follow A Strict Due Diligence Process

We have a systematic and disciplined approach when purchasing investment properties, putting each potential investment through a strict due diligence process. This rigorous set of criteria includes, but is not limited to, the following:

- Comparable property analysis and examination by a certified, independent appraiser
- An economic study of the neighborhood, city planning and development
- Demographics of area, marketability, and growth potential
- Statistics on the crime rate
- Public transportation and schools
- Overall condition of the property, including heating and air, plumbing, electrical, roof and structural condition

Our Business Model

WHAT'S OUR COMPETITIVE ADVANTAGE?

Most homeowners have no idea what options are available to them beyond listing a house with a real estate agent or just trying to sell the house on their own, in hope of the best outcome. We provide homeowners with a unique alternative to listing their house on their own or with a real estate agent. Our “out of the box” creative approach to real estate investing is a cut above the rest.

Our company can acquire great deals on properties because we act quickly and can close with CASH on the seller’s timeline. This is why we can buy properties at such a discount, sometimes in a matter of days. We have a competitive advantage over other investors who sometimes take weeks to purchase properties, at Gem Shade LLC, our transactions can be extremely fast and hassle-free.

We have an aggressive TEAM approach, and a top-notch ability to expand our client base through our knowledge of deal structuring and advanced real estate techniques.

We also employ marketing strategies as soon as we purchase a home – giving us a fair advantage over a real estate agent. Typically, many agents don’t spend time or money on marketing or lead generation strategies. As a result, it can sometimes take months to attract potential buyers. Oftentimes, we can find our buyers, allowing us to secure a strong sales price and save on sales commissions.

Our renovation process is also down to a science with handpicked and proven construction crews who know we are not retail clients. We pay wholesale prices to all contractors and typically get bulk discounts on all materials.

Advantages to Working With Us

- We have the business systems and knowledge to purchase properties QUICKLY and with CASH
- We create value by finding ugly, vacant homes and putting them back into use after renovation
- We have a creative marketing system to find and purchase properties before they’re ever listed
- We pay wholesale prices to all contractors and typically get bulk discounts on all materials
- We find our own buyers quickly, allowing us to secure a strong sales price and save on sales commissions

Our Business Model

INVESTMENT BUYING CRITERIA

Our goal is to purchase distressed homes in stable areas where there is strong buying demand. Part of our grand vision is to improve the overall quality of living in both urban and suburban neighborhoods. In addition to improving the overall quality of life, we are committed to increasing the value of real estate in our community. We are able to target distressed properties and breathe new life back into them with highly-skilled renovations and improvements. By doing so, we are able to create beautiful homes and encourage home ownership.

Types of Properties We Target

- Distressed properties in significant need of repairs
- Properties where sellers need to sell quickly
- Properties owned free and clear

The ability to identify a wise real estate investment is certainly a learned skill. We have been thoroughly trained and possess this skill - along with the intuition to spot these great investment opportunities in today's market.

Not every opportunity is a "good deal", and we have built our company on a stable foundation knowing our numbers. Our goal is to be in business for many years and brand a company that will be passed down to generations and makes positive differences in people's lives, which cannot be accomplished by taking uncalculated risks.

Our Business Model

HOW DO WE PURCHASE HOMES SO FAR BELOW MARKET VALUE?

At Gem Shade, we have created a marketing machine that produces a consistent flow of high-quality leads. We are very different from our competitors because we don't just put in offers on MLS properties – we take it to the next level. Our creative marketing strategies allow us to reach the homeowner directly before the property even goes to a real estate agent to be listed on the MLS; whereby, the purchase price would escalate.

These are some of the marketing strategies we use to locate great deals way below market value:

Internet	Direct Mail	Other Strategies
Twitter	Probate	Bandit Signs
Buyer Squeeze Pages	Pre-Foreclosure	Networking Events
Seller Squeeze Pages	Back Tax	Door Hangers
Primary Websites	Free n Clear	Other Wholesalers
Facebook Business	Code Violations	House Banners
Google Business Listings	Divorce	Bird Dogs
Google Ad Words	Expired Listings	A-Team Van
YouTube	Non-Owner Occupied	Zbuyer



Our Business Model

HOW WE SELL PROPERTIES QUICKLY

There are many methods we use to sell properties very quickly. We invest a lot of time and money into marketing to build a strong list of buyer clients for our homes. Despite what the media says, there are tons of buyers out there who know of the fact that numerous buying opportunities exist in today's real estate market. The problem is: they just don't know how to identify and analyze them to ensure they are getting a good value. That's where we come in. We are constantly on the hunt for the next great buying opportunity and use proven techniques to analyze investment properties.

Methods We Use to Sell Properties

- Bandit signs & Guerilla Marketing
- Realtor/List on MLS (Multiple Listing Service)
- Internet/ Listing Websites
- Pre-Listing Walkthroughs

Our ability to locate a great real estate deal covers all types of real estate investments. We can identify great buying opportunities for the following types of buyers:

- Retail
- Landlord
- Rehabber



Sample Scope of Work

Scope of Work - Single Family, San Diego, CA

PROJECT INTRODUCTION & INTERVIEW:

Gorgeous renovation in the central neighborhood of El Cajon. This 3BR, 2 BA 1 story home is located near Granite Hills High and Wells Park.

REHAB OVERVIEW:

The home needed a few cosmetic repairs and updates all through including the kitchen and master bath. Electrical plumbing upgrades were completed as needed to comply with close regulations.

CONTRACTOR OVERVIEW:

Licensed contractors were hired to complete all renovations.

DEMO (EXTERIOR):

1. Remove all debris in front and back yard
2. Remove roof from the patio (use structure to create pergola)
3. Remove temporary roof over side yard
4. Remove lighting from covered patio

GENERAL (EXTERIOR):

1. Construct 4' fence around pool equipment
2. Build pergola off existing covered patio structure
3. Paint the entire house per color scheme

COLOR	LOCATION	COLOR CODE	FINISH
Valspar/Lowes Stone Manor	Exterior	6006-2A	Flat
Extra White Sherwin Williams	Exterior Trim	7006	Flat
Black	Front Door/Pergola		
Extra White (Sherwin Williams)	All ceilings	7006	Flat
Navajo White (Sherwin Williams)	Bathrooms	SW 6126	Semi Gloss
Navajo White (Sherwin Williams)	Living/Dining/Halls, Laundry, Kitchen, Bedrooms	SW 6126	Flat



Sample Scope of Work

ROOF:

1. Remove existing roof
2. Replace any damaged sheeting or starter board
3. Install new 15 lbs felt paper
4. Install new dimensional composite shingle roof (charcoal color)
5. Paint all roof penetrations black

LANDSCAPE:

1. Removal all debris in front and back yard
2. Removal all weeds in front and back yard
3. Install sod in the front and back yard
4. Cut in planter boxes next to house and fence in front and back yard and plant drought tolerant plants
5. Test irrigation system and repair where needed or install one in front yard

WINDOWS:

1. Replace all windows with retro fit insert windows
2. Replace all sliders with retro fit

DEMO (INTERIOR):

1. Remove all trash in house
2. Demo kitchen and remove cabinets
3. Demo existing bathroom toilet, vanity, tile floor and shower surround
4. Remove all tile flooring
5. Scrape popcorn ceiling
6. Remove all window coverings
7. Do not damage wood floor as we are keeping it (install rosin paper to protect flooring)



GENERAL (INTERIOR):

1. Construct new bathroom where existing bedroom is (see layout)
2. Construct new stackable laundry closet in hallway (see layout)
3. Change all door hinges and hardware with brush nickel
4. Retexture ceiling
5. Install new ceiling fans in all bedrooms
6. Combine both back bedrooms to create large master suite (see layout)
7. Close off door to existing bathroom and construct new door going into master suite (see layout)
8. Change front door hardware - Home Depot #640-064 \$169

Sample Scope of Work

KITCHEN:

1. Install backsplash - DalTile Travertine 3"x6" honed \$6.11/sq ft #T711361U (installed subway style and to the bottom of the cabinets)
2. Install backsplash accent tile 4" strip – DalTile American Olean Legacy Glass Celedon 2"x2" LG03
3. Install stainless-steel appliances
 - A. Frigidaire FFFTR2126LS 21 CF Top Freezer Refrigerator - \$625.00
 - B. Frigidaire FFFMV162LS 1.6 CF 1,000-Watt Range Microwave - \$269.00
 - C. Frigidaire FFFBD2406NS 24" Built-in Dishwasher - \$295.00
 - D. Frigidaire FFFGF3047LS 30" Free-Standing Gas Range - \$556.00
4. Install new faucet - Proflo PFXC8011BN Single Handle Kitchen Faucet w/ Pullout Spray (Low Lead Compliant) - \$180.65
5. Install new countertops – Rainbow Stone "New Venetian Gold" Granite
6. Install new cabinets – Home Depot American Classics Harvest Finish
7. Install 4 recessed lights
8. Paint as per color scheme



HALL BATH:

1. Install new vanity (espresso finish)
2. New Faucet - Grohe G20209002 "Eurostyle Cosmopolitan" 8" Widespread Bathroom Sink Faucet - \$160.10
3. New toilet (Elongated Bowl)
4. New tub - Sterling S610411100 "ALL Pro" 60" Soaking Tub – 128.90
5. Showerhead and trim kit - Grohe G26017000 " BauLoop" Tub & Shower Faucet Trim - \$130.95
6. New shower valve - Grohe G35015000 Tub & Shower Valve - \$67.50
7. Install Tile surround – DalTile Rittenhouse Square 3"x6" Matte Almond \$2.70/sq ft #X735 (installed subway style, tile to ceiling)
8. Accent Tile 12" Strip – DalTile Stone Radiance Whisper Green Blend (installed roughly 5" up the wall)
9. Tile floor – DalTile Travertine 18" x18" Honed \$1.99/sq ft (installed subway style)

Sample Scope of Work

MASTER BATH:

1. New toilet (Elongated Bowl)
2. New tub – Home Depot #693-952 \$209
3. Install new vanity (espresso finish)
4. Tub spout - Grohe G13611000
“Eurodisc” Tub Spout - \$14.65
5. New Faucet - Grohe G20209002
“Eurostyle Cosmopolitan” 8” Widespread Bathroom Sink Faucet -\$160.10
6. Install Rain shower head and regular showerhead - Moen MS6360 2.5 GPM Flat Rain Showerhead - \$125.10 & Grohe G19595000 “ BauLoop” Shower Head with Trim Kit - \$47.25
7. Install 2 new shower valves - Grohe G35015000 Tub & Shower Valve - \$67.50
8. Install Tile Surround - DalTile Fabric 12”x24” \$3.70/sq ft #P687 (Installed subway style, tile to ceiling and tile ceiling)
9. Accent Tile on control wall – DalTile Class Reflections Subway Mint Jubilee 3”x6” 9.06/sq ft #GR15 (installed subway style)
10. Tile backsplash behind the mirror to ceiling - DalTile Class Reflections Subway Mint Jubilee 3”x6” \$9.06/sq ft #GR15 (installed subway style)
11. Tile floor- DalTile Veranda 13”x13” Dune \$3.70/sq ft (installed subway style)



BEDROOMS:

1. Install slab closet doors (made sure they are hollow core interior doors converted to closet doors, install ceiling and floor track as well as hardware)
2. Lighting – Home Depot Hampton Bay 2- Light Flush-mount With Opal Glass, #534-435, \$39.97/each

PLUMBING:

1. Check all existing plumbing & repair/replace as needed, per code
2. New angle stops on all water lines
3. Check gas lines & repair/replace as needed
4. Check all drain lines & repair/replace as needed

ELECTRICAL:

1. Replace all outlets & switches
2. Check all wiring & replace where needed, per code
3. Install recessed lighting as per drawing
4. Check panel & repair/replace as needed
5. Install Dead Panel if missing
6. Check for an open junction point in the attic

HVAC:

1. Inspect and repair as needed

Sample Scope of Work

COMPLETION OF FINAL PUNCH LIST:

General Contracting Work - \$33,300.00

All framing, counters, cabinets, paint, and patch. Fixtures, backsplash, windows, and doors.

Appliances - \$2,000.00

Stainless steel refrigerator, free-standing range, hood and over-the-range microwave, dishwasher

Electrical - \$2,750.00

Install new fixtures; add recessed lighting, replace outlets and switches, and panel upgrade

Plumbing - \$6,500.00

Install new toilets, faucets, shower valves, kitchen sink, garbage disposal, dishwasher, add tub and shower

Landscaping - \$2,000.00

Flooring - \$1,850.00

Roofing - \$4,500.00

Staging (2-month minimum contract) - \$1,500.00

Misc. and Permits - \$1,500.00

TOTAL - \$55,900

Taking the Next Steps

WORKING WITH US

If we haven't already, it's important that we sit down and discuss the potential ways we can work together. Once you give us a clear definition of what your goals are, we can present you with opportunities that fit that criteria.

Contact us today!

Email: info@gemshade.com

