

# Purpose-Driven Investment in Multifamily Real Estate

22% Average Annualized Returns

[Learn About REAP Capital](#)

## The Company's Approach

REAP Capital selects only those assets that meet its rigorous criteria for growth. It executes these plans following a time-tested method that reduces costs, enhances amenities, and maximizes value for investors.

[Explore REAP Capital's Approach](#)

# 196 Units

Average Property Size



## Invest with REAP Capital

REAP Capital invites direct investment from accredited individuals and portfolio managers.

[Investor Information](#)



### BUILDING WEALTH. EFFECTING CHANGE.

REAP Capital strategically acquires and transforms well-located, underserved, and undervalued multifamily real estate. The company achieves meaningful investor returns while enriching the lives of residents and improving neighboring communities.

Experience in local and regional markets ideally positions REAP Capital for opportunities in the multifamily sector. It leverages established industry relationships to identify attractive acquisition targets, and it redevelops them in an efficient and fiscally responsible manner. These traits allow REAP Capital to realize the full potential within its properties.

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## Portfolio of Properties

REAP Capital identifies advantageously situated, undervalued properties with high growth potential. Strategic capital expenditures and accretive value-add significantly extend the longevity of these assets. Upgrades and updates to the properties promote quality of life as well as return on investment.

### WHL Apartment

FOREST PARK, GA

6%

Realized IRR

[Learn More](#)

### VVS Apartment

FOREST PARK, GA

16%

Projected IRR

[Learn More](#)

### Eloise Apartment

GRANT PARK, GA

95%

Projected IRR

[Learn More](#)

### RM Apartment

ATLANTA, GA

28%

Realized IRR

[Learn More](#)

### UG Apartment

ATLANTA, GA

6%

Projected IRR

[Learn More](#)

[View More REAP Capital Case Studies](#)



REAL ESTATE  
ASSET PARTNERS

575 Pharr Road, #52233  
Atlanta, GA 30355



Contact REAP Capital to explore current investment opportunities.

# About REAP Capital

Transforming Potential

Real Estate Asset Partners (REAP) Capital unites a **passion for opportunistic real estate development and a moral imperative to strengthen working-class communities**. The company's focus is on multifamily properties that are advantageously situated, are undervalued, and have the potential for high growth.

REAP Capital is comprised of a seasoned team of real estate investment professionals with **over 20 years of experience**. Its record of success on behalf of investors comes from its expertise in asset, property, and construction management. Surety of execution and a talent for implementing value enhancing upgrades to the assets — combined with a commitment to reimagining workforce housing — distinguish REAP Capital's opportunities for investors.

REAP Capital was established to fulfill two purposes:



**Maximize investor returns**

through opportunistic real estate acquisition, development, and management.



**Promote stronger communities**

through resources, programs, and dignified housing for working-class families.

## Proven to Realize Results. Driven to Make a Difference.

The demand for workforce housing continues to outpace supply in the United States and to increase pressure on renters across the income spectrum. In addition, the housing available to cost-burdened renters often lacks modern amenities. As a result of both trends, renters often do not have the resources to improve their economic circumstances or to connect with the wider community.

In response, REAP Capital develops real estate with updates and amenities to improve the lives of tenants while simultaneously increasing returns on investment. Resources tailored to workforce communities, from afterschool programs to transportation initiatives, support tenant recruitment and retention. REAP Capital aims to implement only efficient upgrades that add value without pricing out all existing residents. [This approach](#) allows it to avoid the pitfalls of typical, less-strategic gentrification.

“We bring high-quality living choices into underserved neighborhoods. People are offered better choices and a better quality of life. Communities improve. It is through this abundant exchange that we position our investors for maximum gain.”

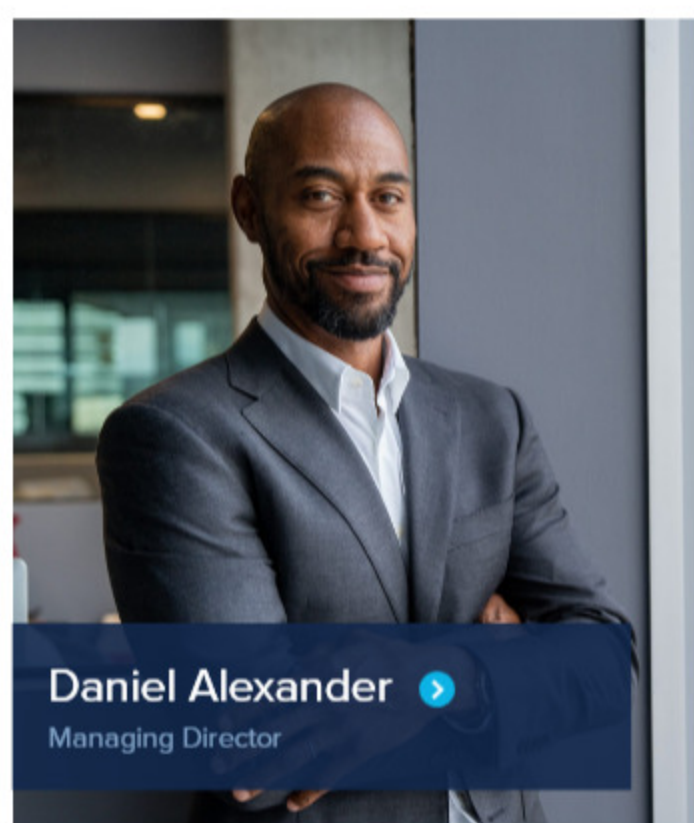
**Daniel Alexander**, REAP Capital Founder and Managing Director



REAP Capital's **portfolio of properties** and historic returns demonstrate its success. The company invites the participation of accredited investors and portfolio managers in its pursuit of these goals.

[Invest with us](#)

## REAP Capital's Leadership



## Affiliates



## Advisory Board

Philanthropy Advisor

Advisory council

Community Engagement

Capital Markets



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# Our Approach to Multifamily Real Estate

Strategic, Efficient, and Purpose-Driven

REAP Capital pursues opportunistic investment in attractively situated, undervalued multifamily real estate. Learn more about its approach below, or explore information specific to the interests of accredited investors and portfolio managers.

[Investor Information](#)

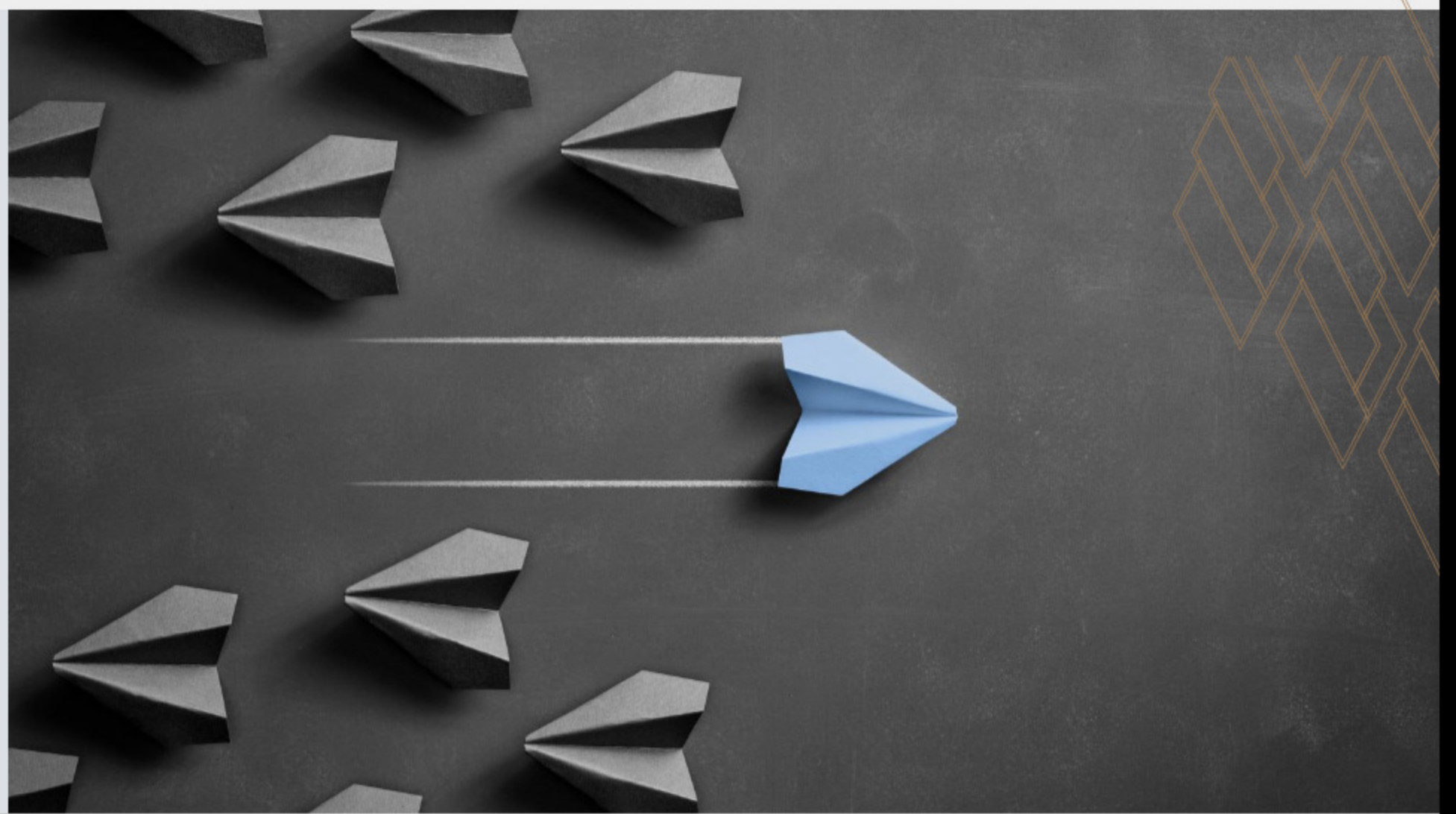
## Process and Criteria

Every REAP Capital project follows a multi-point strategy. This approach, honed over more than two decades in the industry, maximizes investor opportunities while upholding the company's commitment to socially responsible real estate development.

### Location

These sites tend to have better location and more space, with communities and amenities such as parks, schools, and shopping that have grown around them organically. Often high walk scores in the 70s and higher bear out this value.

With an emphasis on the Southeastern United States, specifically the Atlanta MSA, our assets are primarily in the vicinity of major U.S. cities to absorb key drivers in rental demand. Investments in regional hubs provide access to growing local economies and transportation systems. The company has acquired and managed properties in California, Georgia, Illinois, North Carolina, and other major regional sites.



### Who We Are and Why We Do It

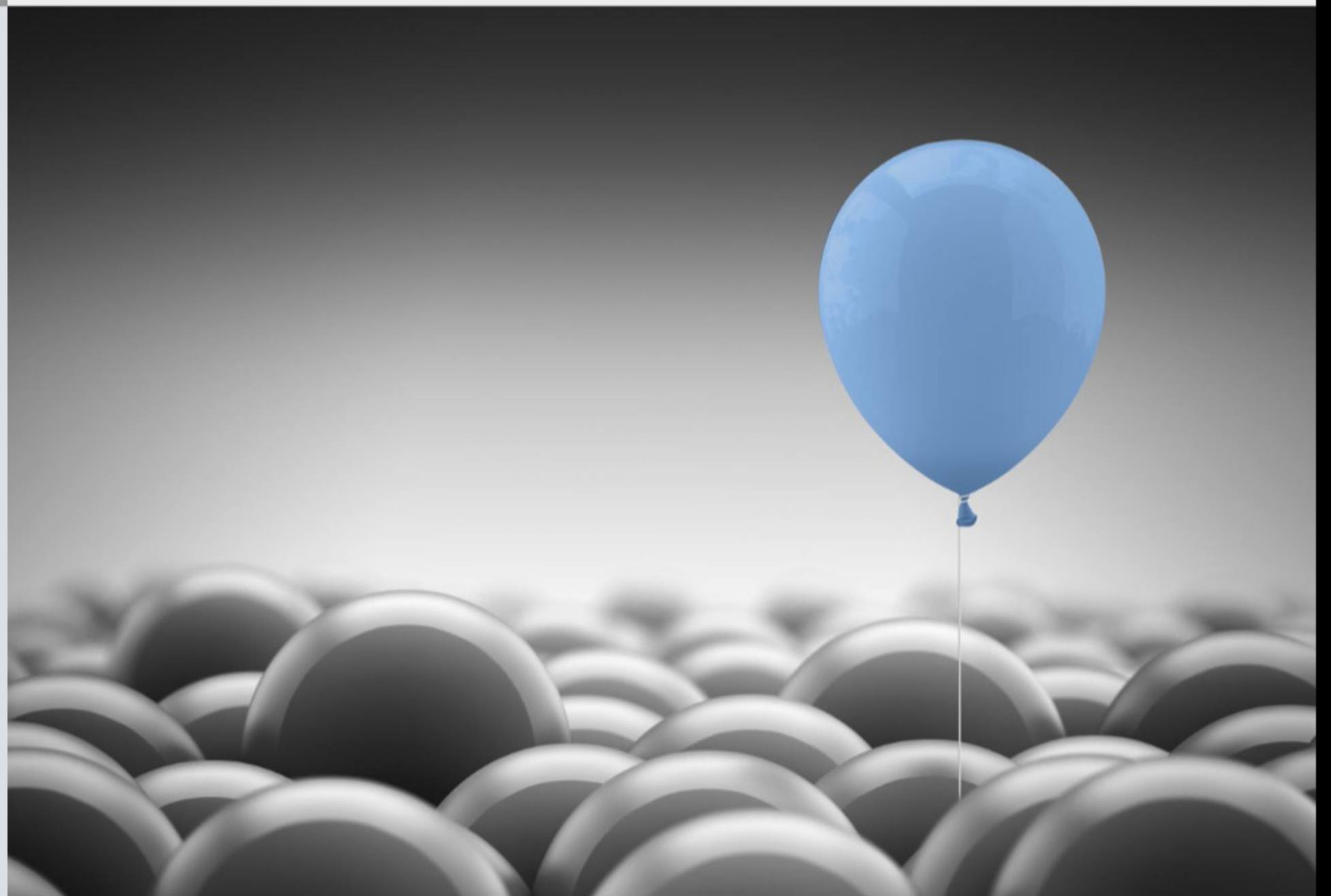
REAP Capital is a purpose-driven investor in opportunistic multifamily real estate. Beyond the financial rewards that acquisitions may offer, the company chooses projects that have the potential to [improve lives](#).

### Sourcing, Acquisition, and Investment Management

REAP Capital analyzes hundreds of opportunistic real estate deals annually. Projects are referred through relationships that the company's team has developed over years in the industry. Only properties that meet the initial criteria make it to the next level of review.

At this stage, REAP Capital evaluates financial data, comparables, building and construction information, local development activity, demographics, current inventory, and neighborhood / city / regional data. It uses this information to determine the purchase price necessary to meet or exceed investor expectations.

Due diligence, negotiation, and lender collaboration come next, followed by investor commitments and closing. Ongoing reports keep each party informed about the state of the investment and returns.



BEFORE



AFTER



### Property Improvement

REAP Capital's professionals have years of experience in upgrading, managing, and selling multifamily real estate. Based on this expertise, the company chooses the capital expenditure and accretive value-add projects that best fit the property and community's needs. Examples include:

- Replacing expensive, outdated systems with environmentally responsible HVAC, better insulation, cost-saving lighting and water options, water-efficient landscaping, clearer signage, and improved technology.
- Attracting and retaining tenants with meaningful, up-to-date amenities such as workout facilities, modernized on-site laundry facilities, WiFi and business centers, playgrounds, grilling areas, pet parks, and community spaces.
- Implementing [youth literacy initiatives and afterschool programs](#), financial literacy programs for adults, and other resources to help renters increase their economic mobility.

Through a careful balance of strategic refurbishments and cost-effective upgrades, REAP Capital offers attractive, affordable housing options while creating substantial value for investors.

REAP Capital invites qualified investors and portfolio managers to **contact the company** to discuss its approach in more detail.



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# 18

Large Multi Family Wins

### REAP Capital Investments

Building Wealth. Improving Lives.

The REAP Capital portfolio of assets reflects the company's approach to investment in multifamily properties. REAP Capital pursues opportunistic real estate, resetting the usable life of acquisitions to produce meaningful value for investors. To date, it has managed more than one quarter billion in assets.

To meet the company's standards, targeted opportunities must be desirably located in areas well-connected to the wider community. They must offer the potential for higher gross revenue, reduced expense through greater efficiency, and the promise of substantial net operating income and investment returns. Following REAP Capital's purpose-driven investment model, the company also pursues acquisitions that create attractive and dignified housing options for underserved populations.

Contact REAP Capital for more details about the company's current assets and investment opportunities.

**UO Apartment**  
ATHENS, GA

20%  
Realized IRR

Full Case Study

**CO1 Apartment**  
ATLANTA, GA

16%  
Realized IRR

Full Case Study

**SAH Apartment**  
FAYETTEVILLE, NC

23%  
Projected IRR

Learn More

**VTH Townhomes**  
ATLANTA, GA

92%  
Realized IRR

Learn More

**BW Apartment**  
DECATUR, GA

64%  
Realized IRR

Full Case Study

**MMV1 Apartment**  
ATLANTA, GA

88%  
Realized IRR

Learn More

**WHL Apartment**  
FOREST PARK, GA

6%  
Realized IRR

Learn More

**VVS Apartment**  
FOREST PARK, GA

16%  
Projected IRR

Learn More

**Eloise Apartment**  
GRANT PARK, GA

95%  
Projected IRR

Learn More

**RM Apartment**  
ATLANTA, GA

28%  
Realized IRR

Learn More

**UGA Apartment**  
ATHENS, GA

66%  
Projected IRR

Learn More

**OHB Apartment**  
ROSWELL, GA

49%  
Projected IRR

Learn More

**ALV Apartment**  
STONE MOUNTAIN, GA

30%  
Realized IRR

Learn More

**MMV2 Apartment**  
ATLANTA, GA

60%  
Projected IRR

Learn More

**CO2 Apartment**  
ATLANTA, GA

149%  
Realized IRR

Learn More

**HGTH Townhomes**  
NORCROSS, GA

28%  
Projected IRR

Learn More

**SH Townhomes**  
NORCROSS, GA

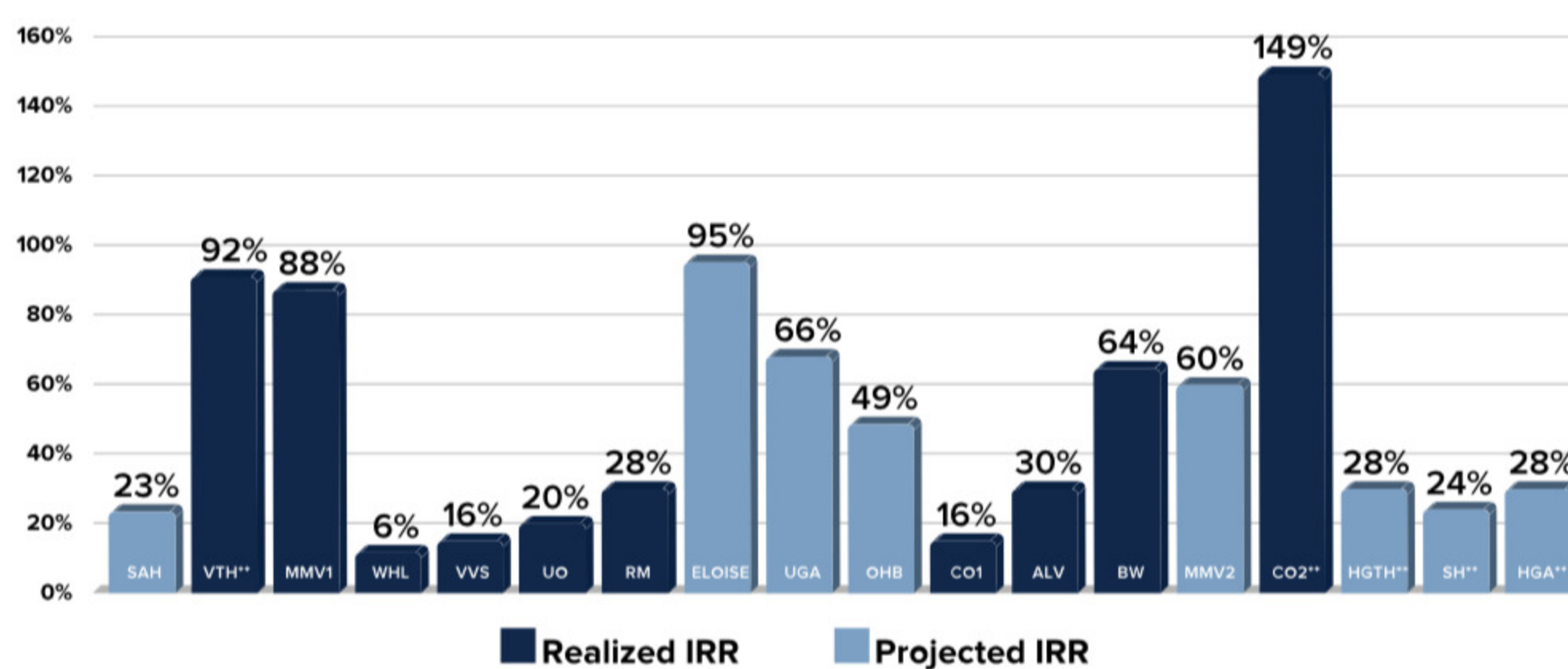
24%  
Projected IRR

Learn More

**HGA Apartment**  
NORCROSS, GA

28%  
Projected IRR

Learn More



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