



EDGE
Real Estate Investing

Pitch Deck
Marketing Strategy

MORE THAN INVESTING

We provide the opportunity for forward thinking investors to buy back their time, secure their futures and impact their communities.

Real estate investing has never been so accessible and sustainable.



It's Not Investing.

It's; Taking back your freedom to fly off to exotic destinations like you've always dreamed.

It's buying back your time for the passion you've been made to neglect for your 9-5.

It's securing a stable future and a leaving a lasting, tangible legacy for yourself.

All the while supporting the growth and social development of communities.



LEVERAGE OUR NETWORK AND EXPERTISE FOR YOUR FUTURE



Our systems and infrastructure, raised from the ground up and fine tuned over 14 years and 200+ successful deals is now at your disposal.

BUILD THE LIFE YOU DESERVE

You deserve to live the life you want to live. 2020 made it more evident than ever that income flexibility and freedom are critical to staying afloat and a pre-requisite to prosperity.

Smart Real Estate investing is the most surefire, tried and true avenue to that prosperity. But rather than going through years of trial and error; Our success is now conveniently available to you

1

**ESCAPE
THE 9-5 GRIND**

2

**IMPACT AND SUPPORT
YOUR COMMUNITY**

3

**SUPPLEMENT AND DIVERSIFY
YOUR INCOME**

4

**BUILD A LEGACY,
SECURE YOUR FUTURE**



**Visit www.EDGErei.com
To Invest, Develop and Grow**



OUR MISSION

- EDGE Real estate strives to beautify and improve communities wholistically through strategically selected development projects.
- Our goal is to develop new housing and improve the real estate landscape while also facilitating opportunity and community growth.
- We provide the opportunity for you to invest in projects backed by over 14 years of real estate experience and 200+ completed projects. We provide freedom and growth with minimized



WE STRATEGIZE THEN CAPITALIZE

The systems and processes that allows us to be flexible, daring and above all dependable.

COMPANY

01

We source projects from a variety of tried and tested avenues. From our expansive network of industry experts to our own internal market research and direct marketing campaigns we find the off market deals with maximum hidden potential.

We architecturally analyze deals and their mitigating factors such as ARV, construction budget, location and Market Trends to determine their "Highest and Best Use". Often adding entire bedrooms to strategically ensure maximum returns for our investors.

02

Our depth of experience is what allows us to make bold additions and alterations to properties. We do this with confidence knowing our team put together over 14 years has the experience necessary to execute quickly and efficiently.

This experience and technical expertise is critical in safely wringing out the hidden value in properties for our investors.

Our model affords a great deal of transparency and significant flexibility. While the volume of our deals gives us leverage to negotiate prices and secure profitability on deals others could not tackle.

03

Our in house broker licenses and experience allows synergy and tactical coordination through all phases of the buying, construction and selling process.

Cutting edge pre-marketing such as 3d renderings videos and ad placement to maximize project exposure and profitability.

With clear sales goals and carefully optimized marketing roadmaps we ensure projects are sold for maximum upside and as expeditiously as possible often having projects under contract before they're fully completed.

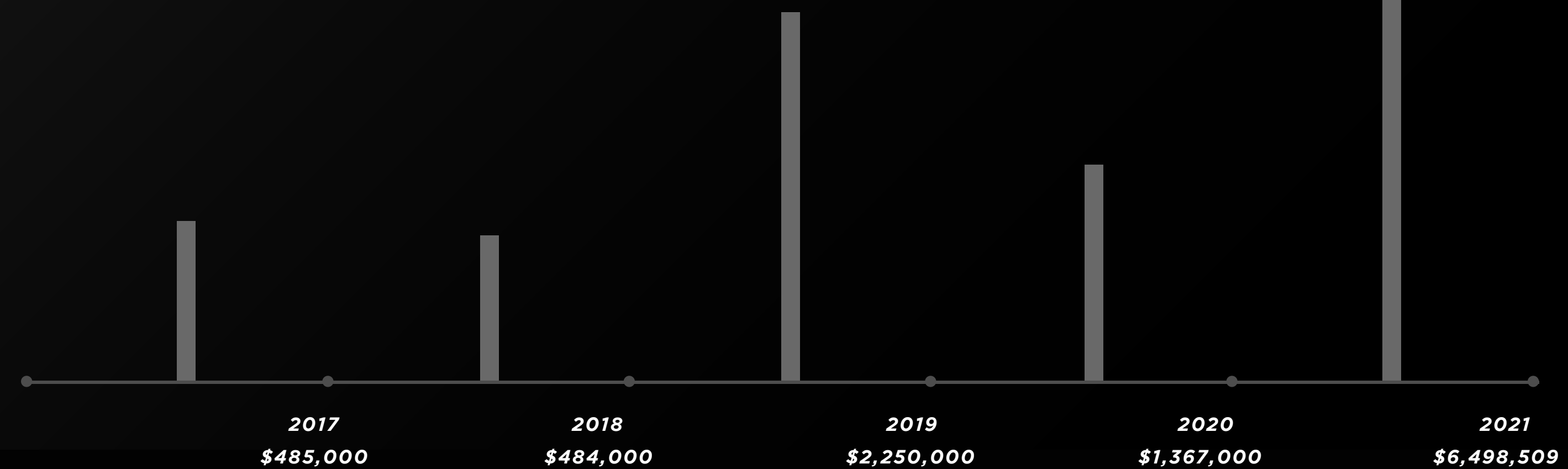


Business
Strategy

OUR FORMULA GENERATES

Projecting
Success

Our model's flexibility and efficiency has allowed us to experience explosive growth and forge success even in the midst of an otherwise show stopping pandemic.



TESTIMONIALS



I've been working with Joel for over 3 years on several projects. I've been a silent investor on most of these projects. It's clear Joel places a priority on taking care of his investors. I've been impressed with Joel's depth of knowledge in all facets of real estate. Additionally, his work ethic is unmatched. I'm looking forward working with Joel on more projects in the future.

Matt Cutler



Working with Joel is a wonderful experience. He is knowledgeable about every detail about the business from seeking hidden gems to completing high-quality construction with low budget. Beyond that, he is really open-minded and welcomes new ideas. I am looking forward to expanding the business with him.

Junhan Zhao



I was really surprised how easy the process was. The team was very knowledgeable and always available to answer questions or address concerns. As a first time investor in real estate I was nervous. Joel and his team exceeded my expectations and delivered. I was very happy with the professionalism and service provided and will definitely be working with Edge in future investments.

Fabian Gonzalez



Great experience! Joel is knowledgeable, easy to work with and he's understanding. As an investor, Joel makes me feel confident and gives me peace of mind. I've been investing with Joel Rubiera from Edge Real Estate Since 2015. Never had an issue. ALSO, working with him and his team I've gained invaluable knowledge in investment opportunities.

Juan Aurelin

PORTFOLIO HIGHLIGHTS



Acquisition Price: \$425,000
Rehab Budget: \$315,000
Price Sold: \$1,600,000

71 SAVIN ST DORCHESTER MA

Upon identifying this once worn down property in a quickly appreciating location the EDGE Team quickly leveraged existing assets into a comfortable purchase price and went to work pushing the necessary paperwork through municipal offices and securing approval to demolish and rebuild a modern successor that would revitalize the neighborhood's aesthetic.

ROI: 50% **Gross Profit: \$550,000**

40 SEAVIEW AVE. WINTHROP MA

To create more value from finding hidden potential in properties like this one. was being marketed as a single family but dug further and found it was a legal two family. completely redesigned the space creating two townhomes and built an addition to create more useable, marketable space. this hidden high potential property the EDGE team capitalized on creativity and in house architectural expertise and designed plans to gut the interior and convert

ROI: 62% **Gross Profit: \$460,000**
return from a deal many would not have been able to identify or execute.



Acquisition Price: \$550,000
Rehab Budget: \$550,000
Price Sold: \$1,650,000

189 E. MERRIMACK ST. BOSTON

Acquisition Price: \$600,000
Rehab Budget: \$1,558,000
Projected Sale: \$3,400,000
ROI: 111% Proj. Profit: \$1,600,000

46 UNION ST. WEYMOUTH MA

Upon identifying this once worn down property in a quickly appreciating location the EDGE Team quickly leveraged existing assets into a comfortable purchase price and went to work pushing the necessary paperwork through municipal offices and securing approval to demolish and build a modern successor that would revitalize the neighborhood's aesthetic.

Acquisition Price: \$1,100,000
Rehab Budget: \$3,030,000
Price Sold: \$6,300,000
ROI: 53% Gross Profit: \$2,170,000



INVESTMENT PACKAGES



Ascent package

Make Money Work For You

Experience the power of investing. Make your money work for you as you smash inflation and generate wealth while you sleep. Optional quarterly payouts even let you cover bills with your returns. This is the first step towards your financial freedom

12% returns over 24 months paid at the end or structured monthly payouts

\$25,000



Velocity Package

Escape the Grind

Feel the chains of the 9-5 grind slip as you lean back lazily in a hammock, knowing that even while you escape to your tropical destination of choice; your money is growing quicker and quicker so you can rest easier and easier.

14% returns over 24 months paid at the end or structured monthly payouts

\$50,000-\$249,000



Impact Package

Build a legacy

This is it. Your zero effort window into the lauded world of real estate investment. Leave your mark and build a legacy that goes beyond.

Equity available; 16% returns over 24 months w/structured monthly payouts

\$250,000+



REFERAL PAYMENTS, \$1,000

