



INVESTING WITH SMART ASSET CAPITAL





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ABOUT SMART ASSET CAPITAL



Privately held real estate investment firm founded in 2019 and based in Milwaukee, WI.



Hands-on asset management with vertically integrated property management.



Focused on acquisition and management of real estate assets including multifamily, industrial, self-storage, and retail.



Invest our own capital into every deal for aligned interest with investors.

www.smartassetcapital.com



OUR TEAM



Adam McCarthy | Owner, Smart Asset Realty & Smart Asset Management

Adam has been investing in real estate for over 10 years. He owns 400+ apartment units in his personal portfolio and his property management company manages 4,000+ units throughout Southeastern Wisconsin with over 50 employees.



Geoff Stuhr | Smart Asset Capital LLC

Geoff Stuhr is a Co-Founder at Smart Asset Capital, where he leads investor relations and capital raising functions while providing overall direction and leadership for real estate-related activities. With a corporate background focused on digital transformation at many Fortune 100 companies, Geoff brings a wealth of experience in leveraging technology for business growth and innovation.



Brock Mogensen | Smart Asset Capital LLC

Brock Mogensen is a Co-Founder at Smart Asset Capital - where he leads deal sourcing, underwriting, and asset management. He has a corporate background in IT and holds an MBA. Brock also developed his own model for analyzing deals (The Real Estate Syndication Analyzer), which is used by other professionals in the industry.



OUR NUMBERS

\$25m+ Portfolio Value

300,000+ Square Feet

80+ Investing Partners

We have a strong track record of delivering exceptional returns to our investors.

22.8% Realized IRR



OUR STRATEGY

Smart Asset Capital is a vertically integrated real estate private equity investment firm based in Milwaukee, Wisconsin. Our strategy is simple “provide passive opportunities to acquire income producing assets that cash flow from day 1 and have upside potential”.



Our hands on asset management along with our vertically integrated property management arm is a key component for making this happen.

We target deals that are too large for individual investors yet too small for the institutional players. Our wide network of brokers and investors in the SE Wisconsin market allows us to see deals before they hit the market.

Our first and foremost objective is to assist our investors in preserving their capital and building long-term wealth. We strive to be exceptionally informative and candid with our investor clients and our tenant clients and believe that consistent communication is key to productive and profitable partnerships.

Our honesty and integrity will always be at the center of our operations as we continue to expand.



OUR MARKET

SOUTHEASTERN WISCONSIN

Linear markets are real estate markets with a more “flat” growth curve over time.

Some people may call them “boring” markets because of their relatively “lower” annual appreciation rates, but they happen to be the markets that provide some of the best capitalization rates and cash-on-cash returns!

- **GREATER MILWAUKEE**

Greater Milwaukee is comprised of 2 million residents, 1 million jobs, and over 52,000 companies

- **WISCONSIN**

Wisconsin has the highest concentration of manufacturing employment in the US, with 460,000+ manufacturing employees and 9,300 manufacturing companies

- **THE GREAT LAKES**

This region is home to 95 million people and captures 38% of US manufacturing volume, 36% capital investment by industry and 33% of the US population



OUR "BUY BOX"

DEAL SIZE

\$2M-\$10M

LOCATION

A-B Class Areas - 1 Hour Radius of Milwaukee

REQUIREMENTS

1. Stable in-place tenants with predictable cashflow
2. Value-add component that allows us to get to a solid CoC return within the first 12-24 months

ASSET CLASSES

Multifamily

- A-B Class
- 50+ Units
 - Value add component: increase rents to market, occupancy, additional income opportunities, property management efficiencies

Self-Storage

- Strong tenant demand in high traffic areas
 - Value add component: increase rents, occupancy, additional income opportunities, enhanced property management efficiencies

Industrial

- Quality tenant in place
- Value add component: opportunity to buy at preferred cap rate based on term left on lease
- Sale Leaseback

Retail

- Very selective
- Service based tenant mix
- High visibility
- Conservative break even occupancy ratio
 - Value add component: fill vacancies, increase rents, convert from Gross to NNN leases



PORTFOLIO PERFORMANCE

TYPE	SIZE	ACQUIRED	SOLD	REALIZED IRR
Multifamily	89 Units	6/1/2019	2/27/2020	2.5%
Office	28,000 Sq Ft	11/1/2019		
Retail	20,000 Sq Ft	2/28/2020		
Industrial	8,900 Sq Ft	9/15/2020	6/16/2022	39.0%
Multifamily	9 Units	11/23/2020	7/15/2022	27.0%
Self-Storage	48,056 Sq Ft	4/9/2021		
Mixed Use	29,418 Sq Ft	11/15/2021		
Industrial	82,063 Sq Ft	3/18/2022		
Industrial	50,271 Sq Ft	12/29/2022		
Industrial	80,000 Sq Ft	5/18/2023		

BENEFITS

WHY INVEST IN REAL ESTATE



High Cash Yield

Predictable Free
Cashflow



Equity Buildup

Principal Pay-down +
Forced Appreciation



Hard Asset

Tangible Asset with
Fundamental Value



Tax Advantage

Accelerated
Depreciation Benefits



CONTACT US



INTERESTED IN CO-INVESTING?



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