



# Blue Lake Capital

MULTIFAMILY FUND

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Confidential | 2025







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# Partnership For Success



**Units Acquired**

4,000



**Transaction Volume<sup>1</sup>**

\$1 Billion



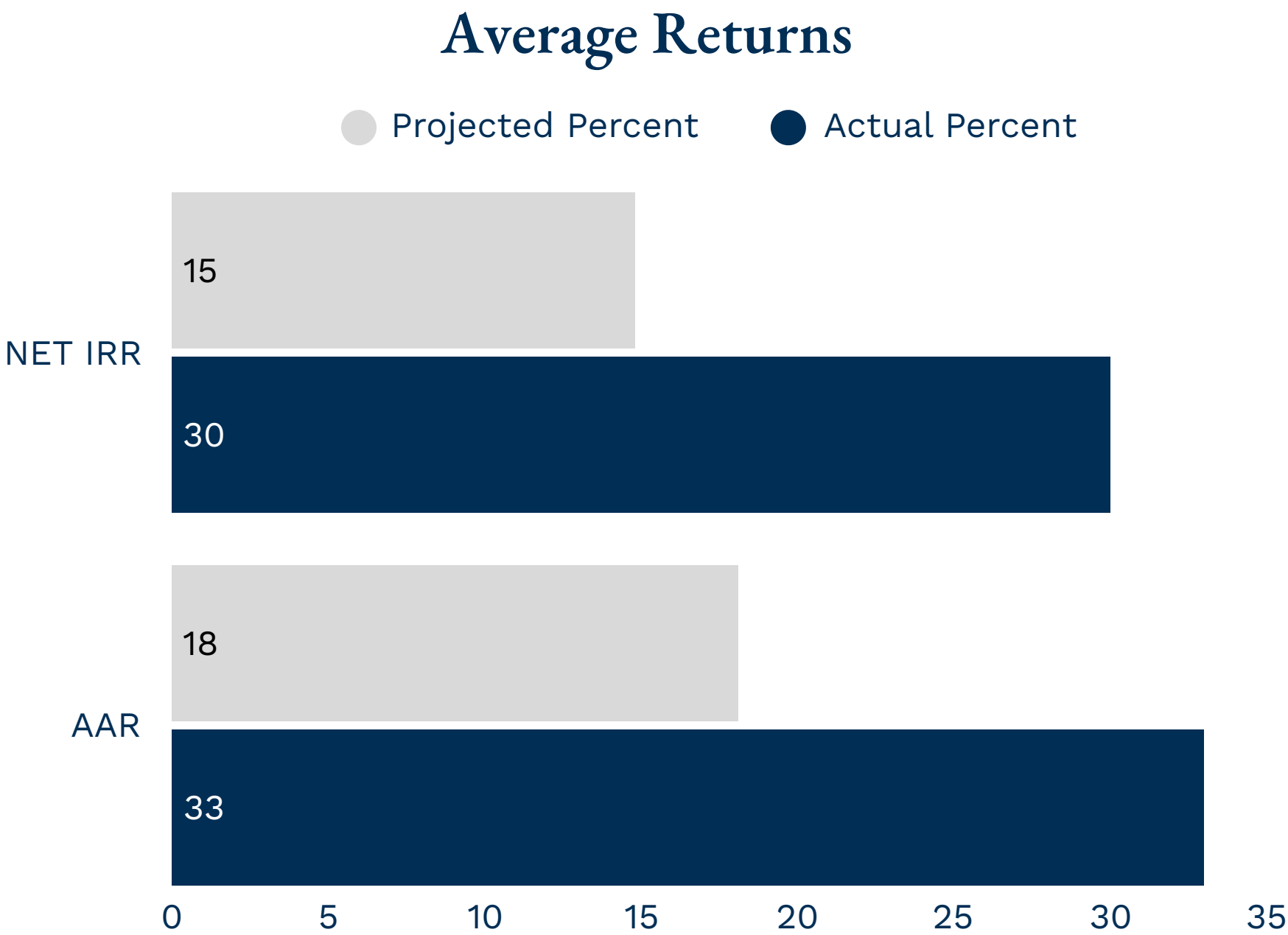
**Total Capitalization**

\$800+ Million

<sup>1</sup>Transaction Volume: the price paid for acquired and sold assets, plus proceeds from asset sales by Blue Lake Capital and/or its founder, Ellie Perlman, since inception.



# Our Track Record



*\*As of 10/24/2024. Results are not guaranteed. An average means there are returns above and below the stated number. There are no guarantees that this average will be met or exceeded in future opportunities.*





# Why Invest In Multifamily Now?

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## Price Correction

The multifamily market is actively going through a correction, which is great for multifamily investors, as assets are now being priced with greater accuracy resulting in offerings that are not grossly overinflated in price.

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## Strong Fundamentals

Multifamily real estate fundamentals continue to show strength compared to other asset classes and investment vehicles. Household formation, wages, demand, vacancy, and rent growth has proven resilient throughout the COVID pandemic, demonstrating the strength in the U.S. housing market.

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## Affordability

Over the past decade, single family home values exceeded multifamily rent growth. Increasing household debt and other socioeconomic trends have also fueled demand for multifamily housing as the cheaper alternative to living.

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## Limited Supply

Despite a high volume of deliveries expected over the next 12 months, multifamily demand is projected to exceed supply through 2030.

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## Inflation Hedge

Multifamily investing hedges against inflation due to the short-term duration of leases as compared to other real estate asset classes.



# Our Philosophy



## Putting Investors First. Always.

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Blue Lake's core principles are to **Be Bold, Strive for Excellence**, and do so with relentless **Hustle, Heart, and Humility**.

Our team applies these principles to everything we do, especially when it comes to our investors, and it shows. **Since inception, our investors have trusted us with an average investment check size of \$350,000, at a maximum of 78% of our investors returning to invest with us again.**

We don't take that for granted. We tremendously value our investors' trust and strive every day to deliver, or overdeliver, on our commitments to them.



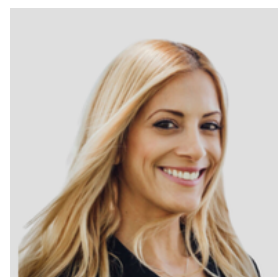


# Leadership

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# Blue Lake Capital Leadership



**Ellie Perlman**

**Founder & Chief Executive Officer**

Ellie Perlman is the founder and CEO of Blue Lake Capital, where she directs the company's strategy, bringing over 18 years of experience in real estate investment, property management, and real estate law. She began her career as a commercial real estate lawyer, managing major transactions for Israel's largest development company, and holds an MBA from MIT Sloan.



**Jag Obhan**

**Chief Financial Officer**

Jag Obhan is the Chief Financial Officer at Blue Lake Capital, with 25 years of experience in finance and real estate across sectors like multifamily, office, and hospitality. Previously, he was CFO of Manulife US REIT and held senior finance roles at Manulife/John Hancock and Royal Bank of Canada, and he is a CPA with an MBA from Schulich and Kellogg School of Management.



**Jeannette Friedrich**

**Director of Investor Relations**

Jeannette facilitates the company's strategy, growth opportunities, and business initiatives with Blue Lake's investor community. She manages consistent communications and provides support and oversight with all investor relations. Jeannette received her BAAS from Howard Payne University and spends her free time serving as a passionate advocate for children with disabilities.



**Tim Nguyen**

**Director of Acquisitions - West**

Tim has 15 years of real estate acquisition experience, closing \$2.0 billion in deals. He was Head of Acquisitions for Gemdale USA and Director of Acquisitions at Atlas Capital Group, where he contributed to transformative projects like ROW DTLA and Google's HQ in New York. Tim holds a Bachelor's from UC Berkeley and a Master's in Real Estate Development from Columbia.



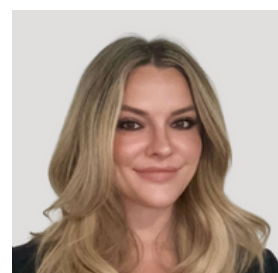
**Mark Gleason**

**Director of Acquisitions - East**

Mark has 15 years of experience in multifamily finance, overseeing acquisitions at Blue Lake Capital since 2020. He has closed over \$2.0 billion in multifamily transactions and specializes in financial structures like mezzanine financing and ground leases. Previously, he was VP of Finance for a national apartment operator managing 56,000 units and held acquisitions roles with firms managing \$1-2 billion.



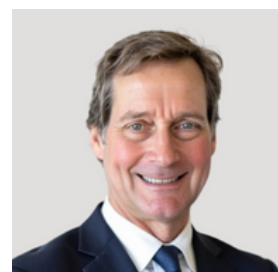
# Blue Lake Capital Team



**Kayla Maack**

**Senior Asset Manager**

Kayla Maack is a seasoned property management executive with over 15 years of experience in multifamily operations, portfolio growth, and performance optimization. She most recently founded and led a boutique firm, overseeing a strategic acquisition, building scalable infrastructure, and implementing centralized systems.



**Craig Armstrong**

**Asset Manager**

Craig is an Asset Manager with 25+ years of experience across acquisitions, development, and asset management. At Sarofim Realty Advisors, he led institutional portfolios and oversaw 12,000+ multifamily units. He holds a BBA in Finance from the University of North Texas and is a proud U.S. Marine.



**Dan Kazemzadeh**

**Asset Management Associate**

Daniel is an Asset Management Associate at Blue Lake Capital. Previously, he was an Asset Manager at Pegasus Asset Management, where he oversaw daily operations, vendor and tenant relations, and portfolio management for a \$2.5 Billion retail portfolio. Before Pegasus Asset Management, he was a Facilities Coordinator for JLL managing the Google campus in Playa Vista, CA.



**Syed Arham Mahmood**

**Investor Relations Associate**

Syed Arham Mahmood supports investor relations at Blue Lake Capital by fostering communication with investors and aiding in research initiatives. Previously, he gained valuable experience as a Summer Hedge Fund Analyst at Yunity Alpha - DeFi Hedge Fund. Syed holds a BS in Economics from the Institute of Business Administration and an MS in Finance from Babson College.



**Emma Walker**

**Marketing Associate**

Emma Walker is a Marketing Associate at Blue Lake Capital, where she develops and implements impactful marketing strategies. A graduate of Carroll College, Emma honed her skills in marketing and communications through both academic pursuits and leadership roles in extracurricular activities. Her creativity and keen understanding of market trends make her an invaluable asset to the team.



# The Blue Lake Differentiation



- **Track Record:** Blue Lake has exited deals with an average net IRR to investors of 30% and 1.67x EM. Blue Lake has demonstrated the ability to produce strong results and high yields to returns in a short period of time, during volatile market environment.
- **Truly Diverse Team:** The Blue Lake Group is led by Ellie Perlman, a female entrepreneur and an immigrant from Israel. A third of the group is comprised by women and over 50% belongs to at least one minority group.
- **Proprietary Approach to Market Selection:** Blue Lake Capital has developed a proprietary Investment Strategy software with Archer AI to identify submarkets that match its investment criteria. The system leverages predictive analytics to filter criteria that Blue Lake Capital has flagged as important and tailors from time-to-time based on market conditions. For example, we set weighted parameters on custom metrics such as rent-to-income ratio to measure tenant affordability to achieve our proforma rents and establish thresholds on neighborhood scores to validate our location preferences (e.g., low crime levels, high quality schools, adequate area amenities). This dynamic tool allows us to strategically test investment hypotheses and stay ahead of the curve in a fast-paced environment where macro- and micro- variables are constantly changing, and we will shift our strategy based on real-time observation of these market trends as necessary.
- **Machine Learning Projections:** Blue Lake Capital incorporates RealPage's Axiometrics forecasting system to assist in determining our underwriting assumptions. RealPage uses Nutonian's groundbreaking software Eureka, which is a unique machine-learning platform that explores the hyper-dimensional relationships between property and market forces to evolve highly accurate yet concise models of those relationships and their outcomes. This independent estimation of apartment market forecast models allows for market-specific dynamics to emerge from market to market and provides Blue Lake Capital with confidence in the methodology of its data sets.
- **Utilizing AI in Underwriting:** Blue Lake Capital utilizes Archer AI to streamline its underwriting process, which includes leveraging its sophisticated program to generate robust financial models for our Investment Team to further underwrite. Our deal processing time has been cut by over 5x due to accelerated financial modeling using Archer's Auto-UW tool, which has nearly instantaneous T12 and rent roll parsing, pre-loaded sale/operating/rent comps, and built-in charts and tables specifically designed to identify value in multifamily deals. This allows us to scale our acquisitions pipeline in a robust manner and screen deals efficiently so that we can prioritize our focus on those deals that best suit our investors.





# The Blue Lake Multifamily Fund Overview

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# Highlights & Projected Returns

## Blue Lake Multifamily Fund Criteria

<b>Fund Size</b>	\$100M
<b>Anticipated Life of Fund</b>	5 to 7 Years
<b>Target Holdings</b>	10 to 15 Properties With 200+ Units in High-Growth Markets
<b>Equity Allocated Per Deal</b>	~\$30M-\$50M
<b>Strategy</b>	Class B+/- Value-Add or Institution
<b>Investing Opportunity</b>	Accredited Individuals, Family Offices, Funds, SD-IRA, 401ks
<b>Distribution Frequency</b>	Quarterly

## Projected Returns & Investment Classes

Investment Class	Investment Amount	Pref Return	LP/GP Equity Split from Pref to 12% IRR	LP/GP Equity Split from Above 12% IRR	LP IRR**	LP Equity Multiple**	Average LP Cash-on-Cash (Excluding Sale)	Average LP Cash-on-Cash (Including Sale)
A	\$50,000-\$249,999	8%	70%/30%	50%/50%	14.9%	1.87x	6.00%	17.5%
B	\$250,000-\$499,999	8%	70%/30%	55%/45%	15.1%	1.89x	6.25%	17.9%
C	\$500,00-\$999,999	8%	70%/30%	60%/40%	15.4%	1.91x	6.48%	18.3%
D	\$1M-\$4,999,999	8%	70%/30%	65%/35%	15.7%	1.94x	6.71%	18.7%
E	\$5M+	8%	70%/30%	80%/20%	16.4%	2.00x	7.00%	20.0%



# Sample Pro Forma

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>REVENUE</b>					
Gross Market Rent	5,461,003	5,797,926	6,102,263	6,415,238	6,726,848
Premiums Achieved	143,454	473,376	838,541	1,044,161	1,094,880
Loss to Lease	(137,324)	(116,806)	(61,915)	(33,014)	(34,618)
<b>Gross Potential Rent</b>	<b>5,467,133</b>	<b>6,154,496</b>	<b>6,878,890</b>	<b>7,426,385</b>	<b>7,787,110</b>
Vacancy	(273,357)	(307,725)	(343,944)	(371,319)	(389,355)
Concessions	-	-	-	-	-
Bad Debt	(27,336)	(30,772)	(34,394)	(37,132)	(38,936)
Model Unit	(18,962)	(20,132)	(21,188)	(22,275)	(23,357)
Employee Unit	-	-	-	-	-
<b>Effective Rental Income</b>	<b>5,147,479</b>	<b>5,795,867</b>	<b>6,479,363</b>	<b>6,995,658</b>	<b>7,335,462</b>
<b>OTHER INCOME</b>					
Other Income	339,140	348,678	368,522	387,351	406,647
New Other Income	38,097	99,861	110,936	116,604	122,412
Utility Reimbursements (RUBS)	144,582	146,144	149,067	152,048	155,089
<b>Total Other Income</b>	<b>521,820</b>	<b>594,682</b>	<b>628,525</b>	<b>656,002</b>	<b>684,148</b>
<b>Effective Gross Income</b>	<b>5,669,299</b>	<b>6,390,549</b>	<b>7,107,887</b>	<b>7,651,661</b>	<b>8,019,609</b>
<b>EXPENSES</b>					
BLC					
Payroll	(418,000)	(422,515)	(430,965)	(439,584)	(448,376)
Repairs and Maintenance	(57,600)	(58,222)	(59,387)	(60,574)	(61,786)
Contract Services	(\$107,301)	(108,460)	(110,629)	(112,842)	(115,099)
Turnover	(64,800)	(65,500)	(66,810)	(68,146)	(69,509)
Utilities	(220,908)	(223,294)	(227,760)	(232,315)	(236,962)
General/Admin	(76,027)	(76,848)	(78,385)	(79,953)	(81,552)
Marketing	(57,600)	(58,222)	(59,387)	(60,574)	(61,786)
Insurance	(379,857)	(383,960)	(391,639)	(399,472)	(407,461)
Misc	(13,622)	(13,769)	(14,044)	(14,325)	(14,612)
Real Estate Taxes	(699,757)	(889,834)	(907,630)	(925,783)	(944,299)
Property Management Fee	(155,906)	(175,740)	(195,467)	(210,421)	(220,539)
<b>Total Expenses</b>	<b>(2,251,378)</b>	<b>(2,476,363)</b>	<b>(2,542,103)</b>	<b>(2,603,989)</b>	<b>(2,661,979)</b>
<b>Net Operating Income</b>	<b>3,417,921</b>	<b>3,914,186</b>	<b>4,565,785</b>	<b>5,047,671</b>	<b>5,357,630</b>

## CAPITAL STACK

<b>Debt</b>
<b>Class A - E Investors</b> 70% Ownership
<b>General Partner</b> 30% Ownership

*\*For sample purposes only. This proforma does not represent a specific or direct asset of the Fund.*



# Sample Returns

## Projected Returns at \$500,000

	Investment	Year 1	Year 2	Year 3	Year 4	Year 5
Investor Annual Percent Return		4.12%	5.22%	5.70%	6.46%	7.13%
Investor Return on Investment	(500,000)	\$20,206	\$26,299	\$34,356	\$40,282	\$44,051
Return from Disposition						\$775,612
Yearly Return		\$20,206	\$26,299	\$34,356	\$40,282	\$819,663
						<b>Total Return: \$ 940,806</b>

## Projected Returns at \$1,000,000

	Investment	Year 1	Year 2	Year 3	Year 4	Year 5
Investor Annual Percent Return		4.12%	5.22%	5.70%	6.46%	7.13%
Investor Return on Investment	(\$1,000,000)	\$40,413	\$52,598	\$68,712	\$80,565	\$88,102
Return from Disposition						\$1,568,886
Yearly Return		\$40,413	\$52,598	\$68,712	\$80,565	\$1,656,988
						<b>Total Return: \$ 1,899,276</b>

## Projected Returns at \$5,000,000

	Investment	Year 1	Year 2	Year 3	Year 4	Year 5
Investor Annual Percent Return		4.12%	5.22%	5.70%	6.46%	7.13%
Investor Return on Investment	(\$5,000,000)	\$202,063	\$262,988	\$343,558	\$402,825	\$440,510
Return from Disposition						\$7,932,731
Yearly Return		\$202,063	\$262,988	\$343,558	\$402,825	\$8,373,241
						<b>Total Return: \$ 9,584,675</b>



# Benefits of Investing in Blue Lake Multifamily Fund\*

- **Investors Come First:** Blue Lake Capital prioritizes our investors, first and foremost. While there are many options available for investors today, Blue Lake Capital investors regularly invest with us, at a maximum repeated rate of 78%. We are honored by this and are highly committed to keeping our investors at the forefront of our fiduciary responsibilities.
- **Aligned Interest with Your Sponsor:** Ellie Perlman, Blue Lake's CEO and Founder, personally invests a substantial amount of her own capital, as well as her families' funds, (~\$1M - \$8M+) in every asset Blue Lake acquires. Due to this, Ellie and her family are usually the largest LP in every deal. This ensures every acquisitions, the management of the assets, and the timing of dispositions are equally beneficial for all parties, as everyone is invested together.
- **Minimize Risks Through Diversification:** A Fund allows an investor to diversify equity across assets and markets. A key advantage to this is returns are dependent upon the combined performance of the assets within the Fund as a whole, as opposed to "putting all your eggs in one basket" or in just one asset or market at a time.
- **Capital Preservation / Inflation Hedge:** Multifamily investments, when properly managed, are an excellent hedge against inflation. Inflation causes the purchasing power of every dollar to decrease, as prices and interest rates continue to rise across the economy. By securing your funds into multifamily investments, the value of your money is retained, and produces income throughout the holding period. Since the property generally appreciates in value over time, your original investment can be sold at a higher price than it was purchased at, furthering the growth of your original capital.
- **Tax Benefits:** Real estate investments provide a key benefit to investors, unlike other investments. Each year investors can capture losses from both operational expenses, as well as the depreciation of the assets, to offset gains from their passive income streams. This means investors can realize direct tax reductions and deferrals, which positions multifamily investors to continue to grow their wealth in a far more stable and consistent fashion.
- **Conservative Underwriting:** Any real estate deal can be made to look "good" and project appealing returns. However, this can cause investors to be disappointed if the projections are not met, lose money, and mistakenly invest in poor and/or failing investments. At Blue Lake Capital, we are extremely conservative in our underwriting. Our projections are strictly data driven, based on AI computed data science, current market rates, and pragmatic projections. In order to continue to meet and exceed our projected returns to our investors, we do not inflate or overreach on our underwriting and projections.

*\*These are reasons that the Company believes are beneficial. Please be sure to speak with your own legal, tax, and financial advisors to evaluate this opportunity based upon your unique financial position.*



A modern, multi-story apartment building with a light-colored facade and dark metal balconies. The building features large windows and balconies with potted plants. The image is overlaid with a semi-transparent blue filter.

# A Strategic Approach to Investing

Markets have changed. We have too.

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# Our Investment Strategy

Blue Lake Capital takes a unique approach to real estate investing, with preservation of capital, followed by return on capital, as our highest priorities.

We pride ourselves on delivering superior, risk-adjusted returns for investors through strategic industry observations, market & property selection, operational efficiency, and proven value add strategies resulting in high yield and forced appreciation. **Our team has been able to consistently identify opportunities in Multifamily assets that have returned, on average, 30% net IRR to our investors.**

To uncover the best opportunities, we leverage extensive financial analyses, tenant demographics, market/submarket historical and projected performances, competitive analyses, data sciences, and even AI technologies.

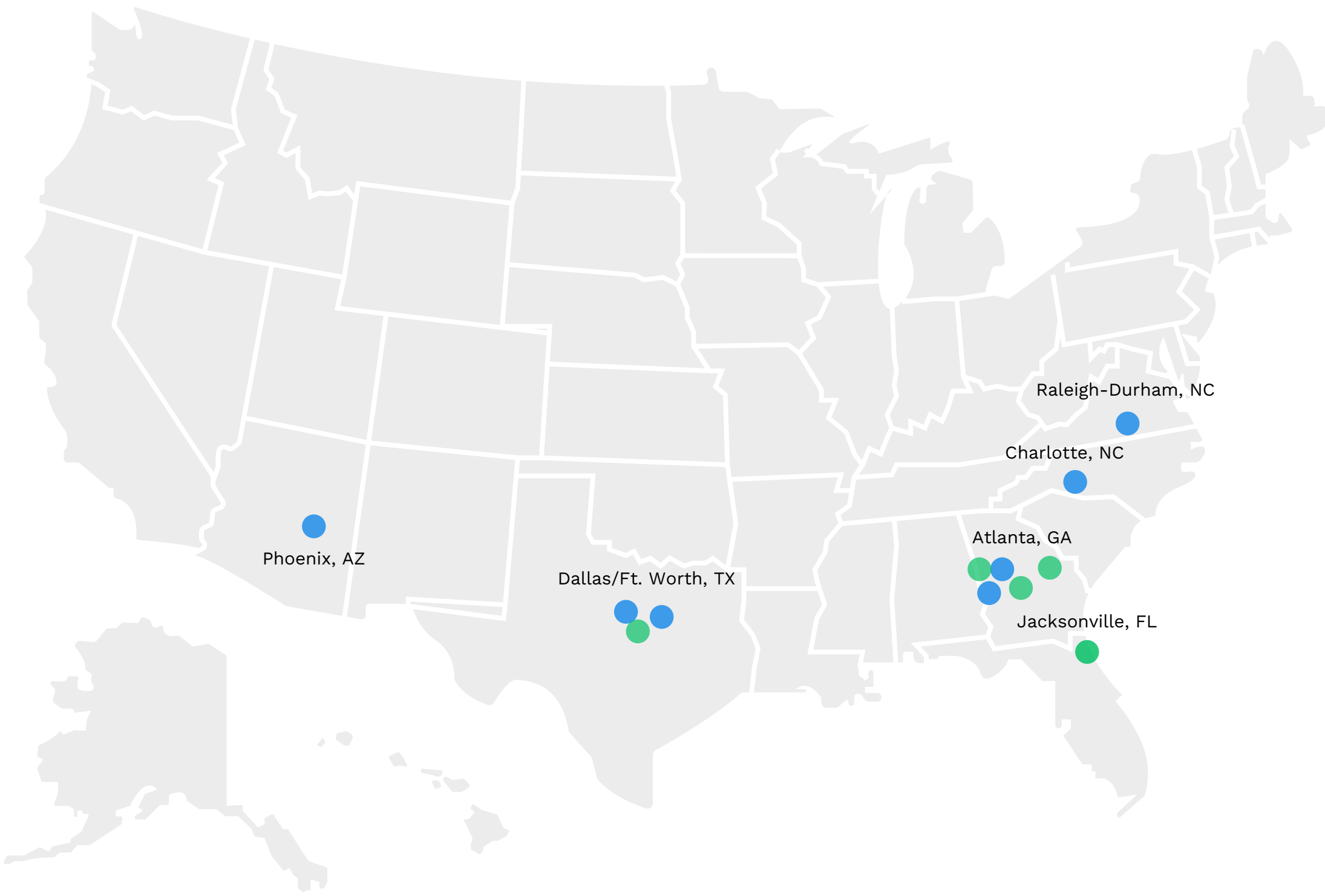
**We look for situations where we can maximize asset appreciation, such as:**

- Multifamily properties leasing below market rents
- Outdated multifamily properties that can benefit from mild to moderate renovations, and modernizing assets to justify higher rents
- Poorly managed multifamily assets, where operational costs significantly reduce overall potential profitability
- High performing multifamily assets being sold at a discount in bulk sell offs

We target high growth markets with strong fundamentals, backed by data and AI technologies, to mitigate risk and optimize investor capital through all stages of the economic cycle.



# Portfolio & Target Market



- Own & Operating
- Owned & Exited

- We Look For:**
- ✓ Strong locations
  - ✓ Population growth
  - ✓ Employment growth
  - ✓ High barriers to entry
  - ✓ High earning industry segments

- Acquisition Criteria:**
- ✓ 200+ Units
  - ✓ \$50M+ Capitalization
  - ✓ Class A/B Multifamily
  - ✓ Core Plus or Value Add
  - ✓ Underperforming Assets





# Risk Mitigation Strategy

- **Operational Efficiency:** Blue Lake Group has developed a best in class team to closely manage our assets. Our focus in 2025 is Asset Management, with emphasis on operational efficiency. We are strategically analyzing utility bill-backs, implementing ancillary income strategies, and comparing in-take fees to maximize income across our portfolio.
  - We are also prioritizing expense discipline given the inflationary environment we are currently operating in. With the rising costs of fixed expenses such as taxes and insurance, we are managing our controllables to ensure we optimize net operating income and resulting cash flows.
  - Resident satisfaction is at the forefront of our operational strategy. Our maintenance team is working closely with the front office to ensure resident inquiries, work orders, and other requests are addressed timely and effectively to maximize the resident experience. High retention reduces turn costs, customer acquisition expenses, frictional vacancy, and high reviews will drive more demand.
- **Acquisitions:** Blue Lake Group already underwrites conservatively; however, we will continue to stress test each deal based on the risk profile of the asset. We will only pursue deals that align with our investment strategy and buy at a discount to replacement cost to further mitigate market risk.
- **Financing:** We are focused on fixed rate agency debt for new acquisitions. Eliminating the fluctuations in debt service payments will create more validity in our pro forma projections throughout the investment.





# Blue Lake Capital's Strategic Advantage

- **Real Time Revenue Management that Maximizes Income:** Blue Lake utilizes a revenue management software that analyzes real time property performance, submarket rates and market conditions. The system allows our on-site team to adjust asking rents in real time, maximizing rates and increasing NOI and properties' valuation while staying competitive to market competitors.
- **Cost Savings that Improves NOI:** Operating expenses are reviewed at least monthly by Blue Lake's asset management team and further optimized through a partnership with a third-party contract negotiation firm that has a large national influence and ability to leverage their economies of scale. These cost savings have a direct impact on net operating income, property values, and investor returns.
- **Utilities Management:** Utility usage is monitored and reported through a GRESB-affiliated platform to identify areas of improvement and minimize the portfolio's carbon footprint. Utility billbacks for each property are also reviewed by a team of legal experts to ensure optimal recapture rates, which increases overall profitability, enhances property values, and is accretive to investor returns.
- **Business Intelligence:** Property performance analytics are tracked through business intelligence software that provides real time insights into forward - looking operational performance in order to proactively manage the portfolio's revenues and expenses and focus on the bottom line for our investors.



# Advantages of Investing With Blue Lake Capital

## — Expert Investment Management

Our team has over 100+ years of combined experience in value-add multifamily investing. We've created a dedicated team focused on the acquisition, oversight, and disposition of assets through all stages of the investment cycle.

## — Transparency

We pride ourselves on reporting and communication throughout the entire investment cycle; from initial underwriting to distribution and disposition so investors have the most accurate, honest, and up-to-date information regarding their investment.

## — Focus

Our entire team is aligned to the company's vision and values, always considering investors first, striving for excellence, and fostering entrepreneurship to drive results.

## — Performance

Our track record competes with some of the largest institutions in real estate with an average net IRR of 30% to investors. We are obsessed with our investors, and continually strive to exceed our commitments to them.

## — Relationships

Blue Lake Capital leverages a deep network of investors, partners, brokers, lenders, operators, and vendors to optimize performance in all aspects of a transaction.



An aerial view of a city with a paper cutout effect, showing buildings, trees, and a river. The image is dark blue and green, with white outlines of the city's features.

# The Current Economy

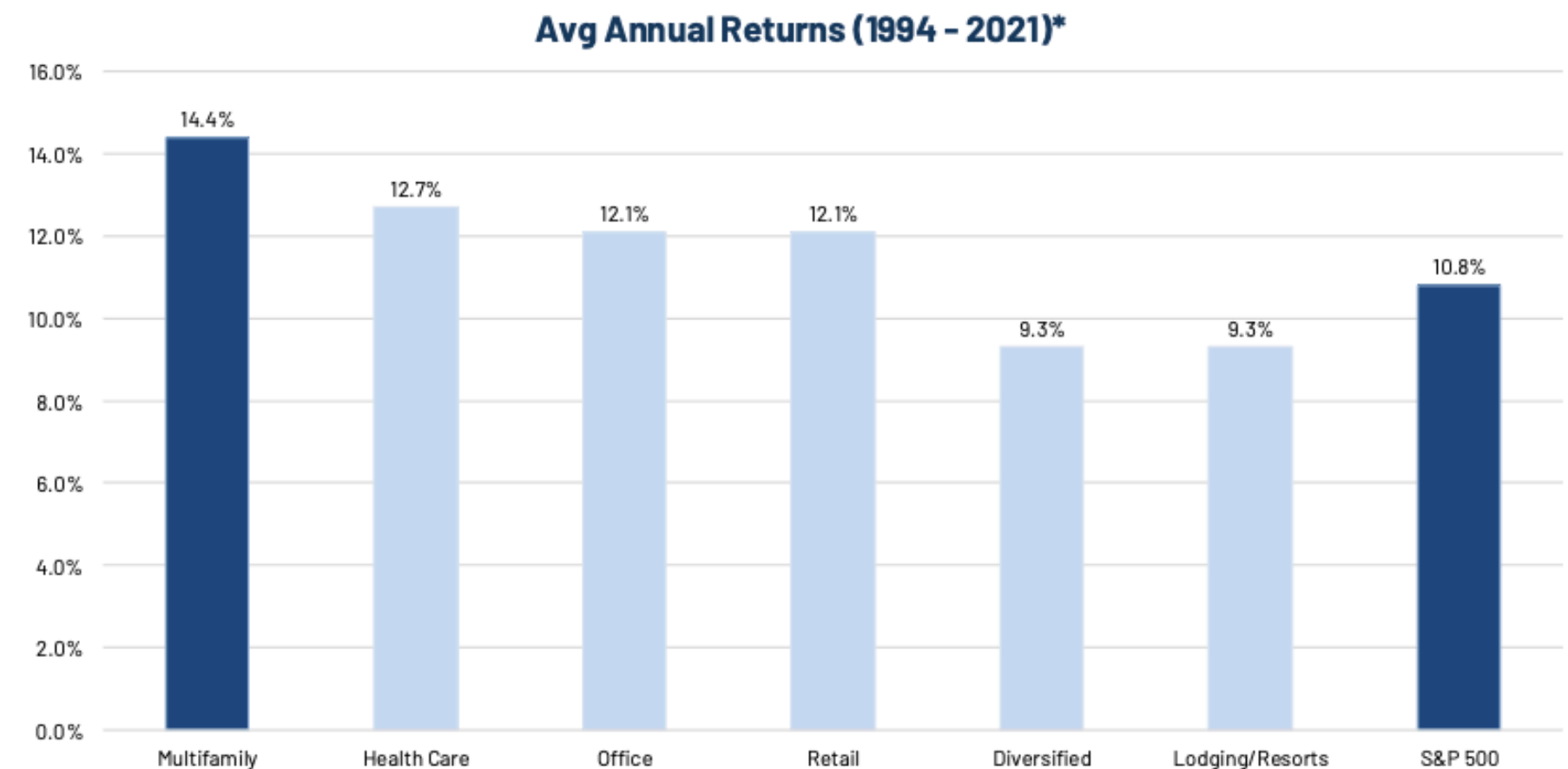
Why investing in multifamily makes sense now.

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# Multifamily Real Estate Historically Outperforms the S&P

Many real estate asset classes outperformed the S&P 500's average 10.8% annual return since 1994. The Multifamily Sector ranked as one of the top performing segments in the public space demonstrating stability as a superior investment vehicle.



\*While this is historically accurate, there is no guarantee that this trend will continue.



# Multifamily Provides Recession Resistance

Following the last recession, the multifamily sector recorded the fastest recovery compared to all real estate asset classes and the broader markets. This supports multifamily being uniquely recession resistant compared to other asset classes.

A shift in investor sentiment also supported liquidity within the industry as multifamily apartments became a 'safe-haven' for investor capital during a period of high uncertainty.

## Multifamily Resilience Post Recession\*



Source: Greenstreet

\*Multifamily historically provides recession resistance but there can be no guarantee that it will continue providing such resistance.





# Class B Assets Produce Higher Yield and Less Risk

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## **Necessity Renters**

Class B assets contain necessity renters compared to Class A lifestyle renters who choose to rent. Necessity renters are more likely to renew, absorb rent increases, and appreciate valueadd improvements to their existing units.

## **Low-Cost Basis**

Class B assets can be acquired at a significant discount to replacement cost.

## **Higher Yields**

Stronger yields can be achieved through Class B assets due to the cap rate spread between Class A and Class B deals in suburban locations.

## **NOI Growth**

A disproportionate share of profits are made through cash flow and NOI growth, making the asset value less dependent on cap rate compression outside of ownership's control.

## **Low Impact**

Multifamily construction pipeline has minimal impact on rent growth and vacancy since Class B does not directly compete with new Class A deliveries. This asset class provides a cheaper alternative while offering comparable amenities.

## **Affordability**

Across the top 150 markets, class B effective rents are \$472, or 21.6%, less than Class A effective rents.





# Case Studies

Our investment strategy in the real world.

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# Element 41

## 494 Units | Atlanta MSA

- **Strategic Value-Add Initiatives:** BLC unlocked potential by implementing a unit interior value-add plan that included upgraded flooring, refreshed countertops, stainless steel appliances, and a green program to promote sustainability.
- **Curb Appeal Enhancements:** The value-add strategy included exterior improvements such as parking lot resurfacing, tree trimming, power washing, and new pool furniture.
- **Significant Rent Growth:** Throughout the holding period, Blue Lake Capital achieved consistent rent growth, with increases of up to 59.81%.
- **Enhanced Management Practices:** The company replaced the management team with an experienced property management firm to optimize leasing operations and improve the property's market perception through effective management.



	Projected	Realized
Hold Period	60 months	19 months
Avg CoC	7.2%	6.81%
Net IRR	14.5%	45.13%

Economics (in millions)	
Debt + Pref Equity	\$68.46
Total Equity	\$20.34
Purchase Price	\$80.25
Exit Value	\$110.00
Net LP IRR	45.13%
Net LP MOIC	1.81x

*\*This case study is not part of the Blue Lake Multifamily Fund; it highlights a successful property that Blue Lake Capital has already exited.*



# Legacy Portfolio

## 250 Units | Atlanta MSA

- **Strategic Value-Add Initiatives:** BLC capitalized on untapped potential by implementing a unit interior value-add plan that included refreshing floors and countertops, upgrading cabinets, and installing stainless steel appliances, alongside a new green program.
- **Curb Appeal Enhancements:** The value-add strategy also focused on enhancing exterior curb appeal through tree trimming, power washing, and parking lot repairs.
- **Significant Rent Growth:** The company increased rents to market levels throughout the hold period, achieving increases of up to 50%.
- **Enhanced Management Practices:** Blue Lake Capital replaced the existing management team with an experienced property management company to improve leasing operations and the property's market perception.



	Projected	Realized
Hold Period	60 months	20 months
Avg CoC	7.5%	9.53%
Net IRR	16.50%	25.00%

Economics (in millions)	
Debt + Pref Equity	\$21.89
Total Equity	\$8.25
Purchase Price	\$28.70
Exit Value	\$35.10
Net LP IRR	25.0%
Net LP MOIC	1.43x

*\*This case study is not part of the Blue Lake Multifamily Fund; it highlights a successful property that Blue Lake Capital has already exited.*





# Understanding Our Investors' “Why”

Investors first. Always.

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**Larry & Sharon G.**

"After many years as professional real estate investors, we turned to buying fractional shares, which lifted the responsibility of owning real estate outright. After doing heavy research, we decided on investing with Blue Lake Capital, not only for their experience and track record with multi-level family investments, but also for their focus, transparency, and communication. The culture of the company and its personnel is one of approachability, openness, and sincerity. They continue to deliver on all fronts."



**Taj & Kim P.**

"Since we started investing in multifamily real estate in 2019 with Blue Lake Capital, our experience has been both pleasurable and profitable. The Blue Lake team has far exceeded other syndicators in communication, transparency, consistency and, most importantly, ROI. In the relatively short time we have worked with Ellie and Jeannette, they have built our trust to the point where we confidently have recommended them to both family and friends. Investing in their fund is a perfect way to instantly diversify into multiple assets across multiple markets, while bringing in a stable consistent cash flow (with monthly payouts as a bonus). This is a great option for both new and seasoned real estate investors."



**Josh E.**

"We have invested with Blue Lake Capital since early 2019. From the beginning, their commitment to conservative underwriting has resulted in consistent cash flow and positive exits despite market events that created disturbances in the greater CRE markets (COVID and escalating interest rates). We also really appreciate the convenient portal, monthly email updates, and quarterly operating statements from the actual properties. Finally, communication is always fast and easy. Highly recommended!"



**Sajani I.**

"As an accredited investor with several years of experience doing business in various private alternative investments with multiple financial institutions, I can honestly say my favorite investment experiences have been with Blue Lake Capital. I have been impressed with their undaunting efforts to procure profitable multi-family investment opportunities to their clients; their laser focused strategies to improve property values and tenant experiences; their absolute dedication to providing optimal investor relations. I especially value Blue Lake Capital's founder Elle Perlman for her relentless work ethic, and I cannot end this without a big shout out to Jeannette Robinson who is always willing to go the extra-extra mile to make the entire administrative process seamless. This is definitely a growth focused company that I enjoy doing business with again and again."





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This data is for illustrative purposes only. Past performance of indices of asset classes does not represent actual returns or volatility of actual accounts or investment managers and should not be viewed as indicative of future results. The investments discussed may fluctuate in price or value. Investors may get back less than they invested.

Forward-looking information contained in these materials is subject to certain inherent limitations. Such information is information that is not purely historical in nature and may include, among other things, expected structural features, anticipated ratings, proposed or target portfolio composition, proposed diversification or sector investment, specific investment strategies and forecasts of future market or economic conditions. The forward-looking information contained herein is based upon certain assumptions, which are unlikely to be consistent with, and may differ materially from, actual events and conditions. In addition, not all relevant events or conditions may have been considered in developing such assumptions. Accordingly, actual results will vary, and the variations may be material. Prospective investors should understand such assumptions and evaluate whether they are appropriate for their purposes. These materials may also contain historical market data; however, historical market trends are not reliable indicators of future market behavior.

Information in these materials about the Manager, its affiliates and their personnel and affiliates and the historical performance of portfolios it has managed has been supplied by the Manager to provide prospective investors with information as to its general portfolio management experience and may not be viewed as a promise or indicator of the Issuer's future results. Such information and its limitations are discussed further in the sections of these materials in which such information is presented.

Past performance of indices or asset classes does not represent actual returns or volatility of actual accounts or investment managers and should not be viewed as indicative of future results. The comparisons herein of the performances of the market indicators, benchmarks or indices may not be meaningful since the constitution and risks associated with each market indicator, benchmark, or index may be significantly different. Accordingly, no representation or warranty is made to the sufficiency, relevance, important, appropriateness, completeness, or comprehensiveness of the market data, information, or summaries contained herein for any specific purpose.

Past performance is not indicative of comparable future results. Given the inherent volatility of the securities markets, it should not be assumed that investors will experience returns comparable to those shown here. Market and economic conditions may change in the future producing materially different results than those shown here. All investments have inherent risks.



**ENDNOTES: (values as of March, 2025)**

- <sup>1</sup>Transaction Volume: the price paid for acquired and sold assets, plus proceeds from asset sales by Blue Lake Capital and/or its founder, Ellie Perlman, since inception.
- <sup>2</sup> “Equity Invested” represents the total equity invested upon acquisition of an investment, any equity invested over the life of such investment through the disposition date for such investment. Invested Equity includes equity from capital partners who invested in investments through which Blue Lake was responsible for the origination, structuring, financing and asset management through joint ventures in respect of which Blue Lake has operational control.
- <sup>3</sup>“Net IRR” represents a compounded annual rate of return and is calculated based on actual Invested Equity and Total Cash Flow Distributions paid through February 28, 2023, after deal, operating, and performance fees are paid to the Sponsor.
- <sup>4</sup> “Average Annual Return” represents the sum of Equity Multiple less one, divided by Hold Period in number of years.

**APPENDIX:**

- AUM Since Inception (Purchase Price): the amounts paid for acquired and sold assets by Blue Lake Capital and/or its founder, Ellie Perlman, since inception.
- “Equity Multiple” represents Total Project Profits divided by Invested Equity, plus one.
- “Hold Period” represents the time period between the acquisition date and disposition date.
- “Market Value” represents the total annualized NOI for current assets under management as of February 28, 2023 divided by a market cap rate of 4.0%, plus the aggregate gross sales proceeds realized from sold assets since inception.
- “Target Return Range” Neither the Sponsor nor any of its representatives has made or makes any representation to any Limited Partner regarding the target return range reflected herein (the “Target IRR Return Range”) and none of them intends to update or otherwise revise the Target IRR Return Range to reflect circumstances existing after the date when determined, even in the event that any or all of the assumptions underlying the Target IRR Return Range are later shown to be incorrect. In addition, the Fund may make an Investment with an expected return outside of the Target IRR Return Range where the Sponsor, in its sole and absolute discretion, deems it appropriate. Accordingly, the Target IRR Return Range does not in any way obligate the Sponsor to, and is not a representation that, the Sponsor will only make Investments with expected individual returns within the Target IRR Return Range. Moreover, there can be no assurance that the Fund will be able to achieve returns within the Target IRR Return Range or that a Limited Partner will receive a return of its capital.
- “Total Cash Flow Distributions” represents total cash flows distributed from property operations and sales proceeds.
- “Total Project Profits” represents the aggregate distributions paid during the Hold Period less the return of all capital contributed.