

HAWTHORNE MASON

Advisory | Development | Investment

Modern Real Estate Services



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Hawthorne Mason at a Glance



Advisory Services

Institutional-grade capital markets advisory, development consulting, and strategic planning



Development Platform

Ground-up construction and value-add repositioning across multifamily, mixed-use, and commercial



Investment Funds

Pooled investment vehicles targeting value-add and opportunistic strategies



Structured Capital

Project-level SPVs and senior debt provision for third-party sponsors

Who We Are: Purpose-built firm combining institutional expertise with modern technology and execution



Built on Proven Foundations

Brookmont Capital Ventures

Established commercial real estate lending and advisory platform

- **\$450M+** annual origination volume
- **15+ years** in DC/MD/VA markets
- Deep institutional relationships
- Bridge, construction, and permanent financing expertise

Hawthorne Mason (2024)

Strategic evolution into comprehensive real estate services

- Advisory + Development + Investment integration
- Technology-enabled platform
- Expanded geographic reach
- Modern execution capabilities

❏ **Key Advantage:** Access to Brookmont's deal flow, relationships, and market intelligence while operating with entrepreneurial agility

Led by Seasoned Professionals



Luisa Montenegro

Founder & Managing Principal

- Managing Director, Brookmont Capital Ventures
- Led launch of \$200M inaugural equity fund
- Hospitality & institutional real estate background
- Expertise in capital formation and fund management



Jerry Millington

Managing Director

- Co-Founder, The Brookmont Companies
- Former Managing Director, Pacific Oak Capital Management
- 20%+ IRR track record in opportunistic/value-add
- Leads capital markets advisory division



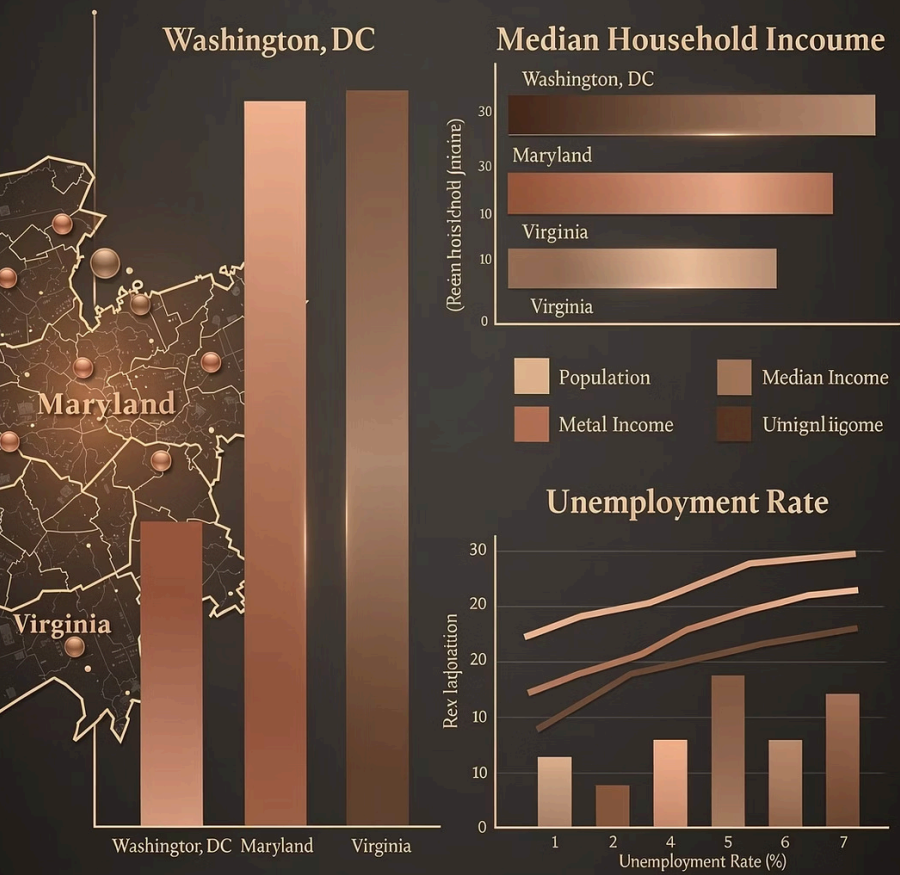
Kevin Pham

Principal, Operations & Business Development

- Extensive DMV market operations experience
- Led multiple sales teams and complex projects
- Project management and execution expertise
- Operational scaling and team building

Washington DC-Maryland-Virginia Metropolitan Region

Demographic & Economic Overview



Positioned in High-Growth Markets

Primary Markets: Washington DC | Maryland | Virginia

6.3M+

Metro Population

5th largest in US

\$108K

Median Household Income

Highest in nation

2.8%

Unemployment Rate

Below national average

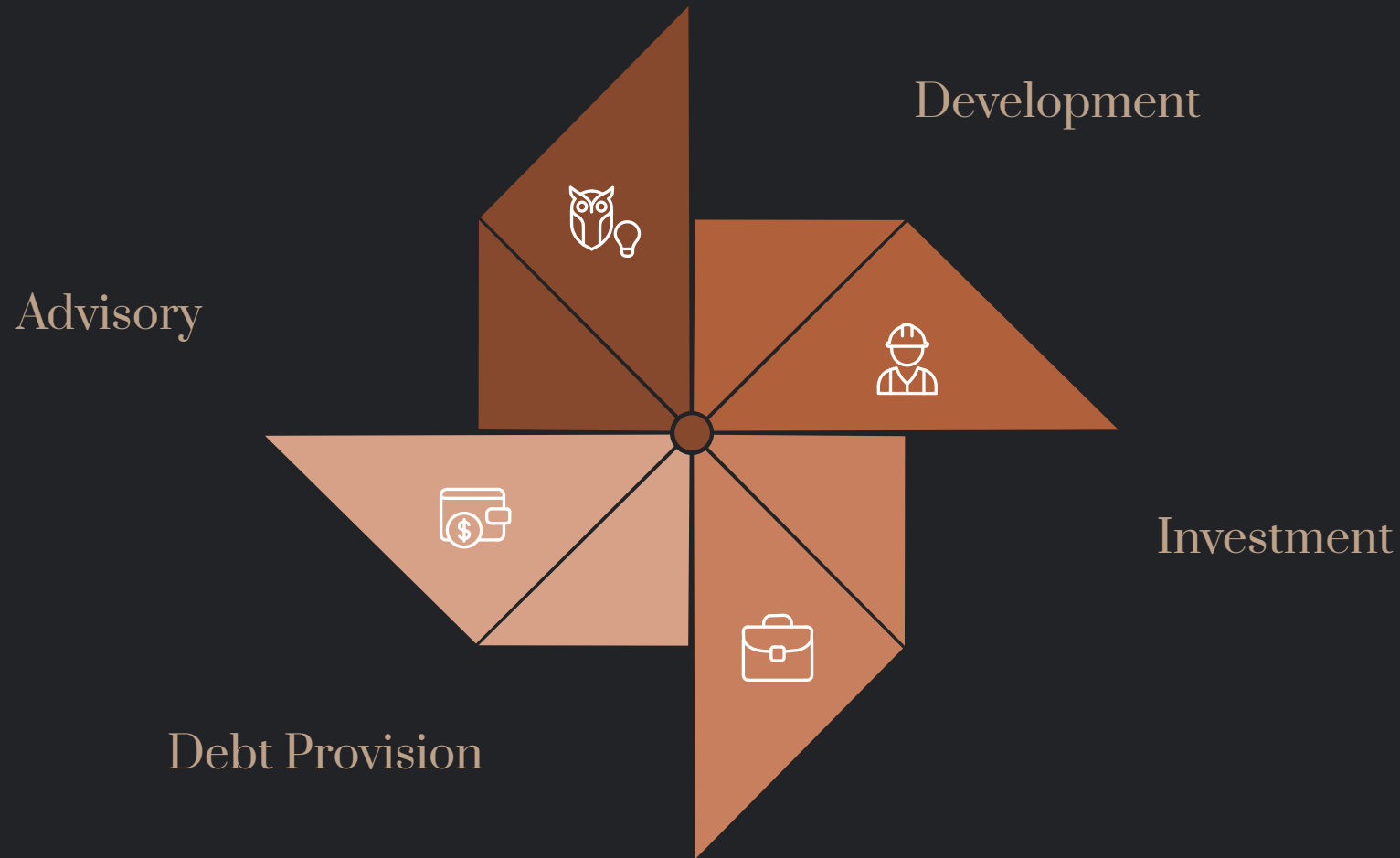
Key Market Drivers

- Federal government stability + defense spending
- Life sciences & technology job growth
- Population growth exceeding national average
- Limited new construction supply

Infrastructure Investment

- Purple Line expansion
- Metro system improvements
- Amazon HQ2 development
- Major healthcare systems growth

Comprehensive Real Estate Solutions



Competitive Advantage

- Vertical integration across the capital stack
- Proprietary deal flow from Brookmont platform
- Technology-enabled decision making
- Aligned interests through principal co-investment

Result

Faster execution, better pricing, superior risk-adjusted returns through integrated platform approach

Advisory Services

Strategic Guidance Across the Real
Estate Lifecycle



Institutional-Grade Advisory

Capital Markets Advisory

- Debt placement (bridge, construction, permanent)
- Equity capital formation
- Joint venture structuring
- Capital stack optimization
- Lender/investor introductions

Development Consulting

- Highest and best use analysis
- Feasibility studies and pro formas
- Entitlement strategy
- General contractor selection
- Development management

Strategic Planning

- Portfolio optimization
- Acquisition underwriting
- Disposition strategy
- Asset repositioning roadmaps
- Market entry strategy

Transaction Support

- Due diligence coordination
- Financial modeling and analysis
- Negotiation support
- Closing coordination

Fee Structure: Retainer, success-based, or hybrid arrangements tailored to client needs

Access to Diverse Capital Sources

Debt Capital Relationships

- Regional and national banks
- Debt funds and private lenders
- Life insurance companies
- CMBS platforms
- Hard money and bridge lenders

Typical Transactions

- Bridge Loans: \$2M - \$50M
- Construction Financing: \$5M - \$100M
- Permanent Debt: \$10M - \$150M
- Mezzanine/Preferred Equity: \$1M - \$25M

Equity Capital Network

- Family offices
- Private equity funds
- High-net-worth individuals
- Institutional investors
- Strategic partners

☐ **Value Proposition:**
Brookmont's lending platform provides unique market intelligence and relationship advantages



Development Platform

Building Tomorrow's Landmarks Today



Development Excellence

01

Our Approach

Technology-enabled site selection and underwriting, sustainable design and LEED targeting, experienced general contractor partnerships, rigorous budget and timeline management

02

Development Focus Areas

Multifamily (market-rate and workforce housing), mixed-use (residential + retail/office), adaptive reuse and repositioning, condo conversions, Opportunity Zone projects

03

Geographic Strategy

Primary: DC/MD/VA (70% of activity), Secondary: Southeastern US growth markets (30%), Target: Transit-oriented, high-barrier locations

📌 **Differentiation:** In-house advisory + development = better financing, faster execution, lower cost of capital



Our Development Process

Acquisition (Months 0-3)

Site identification and underwriting, market analysis and feasibility, due diligence and inspections, entitlement review, capital stack structuring, closing and takeover

1

Construction (Months 9-24)

Ground breaking and foundation, vertical construction, MEP installation, interior finishes, landscaping and amenities

3

Planning & Approvals (Months 3-9)

Architectural design, engineering and permitting, general contractor selection, financing finalization, pre-leasing/pre-sales initiation

2

Stabilization (Months 24-36)

Lease-up or sales, property management selection, warranty period management, refinancing or disposition, return distribution to investors

4

Typical Project: 24-36 month hold, 15-25% target IRR



Investment Platform

Institutional Discipline, Entrepreneurial Returns

Our Investment Approach

1 Principal Co-Investment Required

Leadership invests personal capital in every deal

2 Technology-Enabled Sourcing

Proprietary analytics identify opportunities others miss

3 Value Creation Focus

Active asset management, not passive buy-and-hold

4 Downside Protection

Conservative leverage, multiple exit scenarios

5 Aligned Interests

Investor-friendly terms, transparent reporting

Investment Criteria

- **Asset Classes:** Multifamily, mixed-use, opportunistic
- **Deal Size:** \$5M - \$50M equity check
- **Geography:** Primary DC/MD/VA, selective Southeast
- **Hold Period:** 3-7 years
- **Target Returns:** 15-25% net IRR, 1.7x - 2.2x equity multiple
- **Risk Profile:** Value-add and opportunistic strategies

📌 **Our Edge:** Brookmont deal flow + development expertise + institutional discipline