



“Preserving the American Dream”

Company Introduction Package

CONFIDENTIAL

Who Are We?

Coast To Coast Home Solutions, Inc. is a professional, full service real estate solutions firm that buys and sells properties throughout Southern California. We specialize in buying distressed homes at a significant discount, and renovate and resell them to retail home buyers and landlords. Founded in 2015 by husband and wife team, Chris and Lindsay Price, Coast To Coast Home Solutions is excited to be part of the area's renaissance and we aspire to continue contributing to the economic rejuvenation of SoCal neighborhoods.

Since its inception, Coast To Coast Home Solutions has passionately pursued the goal to help people in our community find an answer to their real estate needs. Through the years, we've developed a solid foundation of real estate knowledge, with the integrity to follow up on promises and make successful deals happen. Our motto is and will always be, "Where there's a will, there's a way - and failure is merely lack of effort." Coast To Coast Home Solutions also believes in investing in the community by donating proceeds from every deal to a local charity, Hopeful Horizons Outreach.

Facts About Coast to Coast Home Solutions

- Leading full service real estate solutions company in Southern California, specialized in buying and selling distressed property
- Focused on providing solutions for clients and value for investors by locating and renovating distressed properties.
- Our goal is to provide the absolute highest level of service to our clients

OUR MISSION

When a passion for real estate is combined with talented individuals who have an uncompromising drive to succeed, amazing things will happen. At Coast to Coast Home Solutions, it's our goal to not only have a positive effect on ourselves and our families - but also to inspire, motivate and create lasting change in everyone we encounter. We will treat our clients and team members with respect at all times. Our company will dedicate itself to everlasting education and professional growth.



Who Are We?

Chris Price, Co-Owner

Lindsay Price, Co-Owner

THE STORY OF COAST TO COAST HOME SOLUTIONS

Chris and Lindsay met at age 14 and have been inseparable ever since. Married for two decades now with three daughters, Chris and Lindsay have experienced great success. Chris with the support of his wife is the VP of Operations of a Telecommunications company that does over 300 million dollars in revenue a year which he helped build from the ground up. He was also a founding investor in another Telecommunications company in 2007 which sold in 2013. We desire to continue our success in the field of real estate.

For years, Chris and Lindsay dreamed of creating their own real estate business, but didn't know how it would work. They just knew they had to start somewhere; so they just jumped right in, and decided to make their dream a reality. With a burning passion the husband and wife team made an investment and educated themselves by some of the most successful and inspirational leaders in the business. Now expanding it with their daughters making it a true family business.

With a goal to work together in real estate doing what they love, Chris and Lindsay desired to share their passion of real estate with others. As they began to develop the company and carve their niche in the big world of real estate, they quickly realized that there was a distinct need for certain real estate services they originally did not foresee. So they decided to create a set of companies - where in collaboration with one another, they would offer a package of real estate services under one large umbrella, known as "Coast to Coast Home Solutions" helping to preserve the American Dream. Always wanting to give back in their community Chris and Lindsay donate proceeds from every deal to Hopeful Horizons Outreach a 501(c)3 non-profit organization that was created by their daughter.



Together their family team has donated over **\$600,000** to the local community.

"Ordinary People, Doing Extraordinary Things"

- Hopeful Horizons Outreach

Company Business Model

OVERALL INVESTMENT APPROACH

Our overall investment strategy and specialty is to purchase distressed properties at a deep discount – usually 30% to 50% below market value, and renovate and sell those properties to retail homebuyers and landlords.

At Coast to Coast Home Solutions, we pride ourselves on having a strong foundation of real estate knowledge and training. Our focus is on providing SOLUTIONS for our clients and finding VALUE for our investors by locating ugly, vacant homes that are eye sores and we put them back into use after renovation.

Our Business Strategy

- We purchase distressed residential properties 30%-50% below current market value
- We purchase, renovate and sell these properties to retail buyers and landlords

Our core business lies within our systems, education and knowledge of the real estate industry. We did not just buy a CD off the Internet and become a real estate investor overnight. We have spent thousands of dollars to learn how to be successful in this business and do it the right way the first time. Through our affiliation, we are connected with a national network of investors that provide continual support and weekly trainings on changes throughout our industry. This process has allowed us to circumvent many pitfalls most novice investors would make. Learning the hard way is not a phrase in our vocabulary, and we certainly would not ask anyone to invest with us if we weren't confident enough to invest ourselves!

We Follow A Strict Due Diligence Process

We have a systematic and disciplined approach when purchasing investment properties, putting each potential investment through a strict due diligence process. This rigorous set of criteria includes, but is not limited to, the following:

- Comparable property analysis and examination by an certified, independent appraiser
 - An economic study of the neighborhood, city planning and development
 - Demographics of area, marketability, and growth potential
 - Statistics on the crime rate
 - Public transportation and schools
 - Overall condition of the property, including heating and air, plumbing, electrical, roof and structural condition
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Company Business Model

WHAT'S OUR COMPETITIVE ADVANTAGE?

Our company can acquire great deals on properties because we have the ability to act quickly and can close with CASH on the seller's timeline. This is why we can buy properties at such a discount. Obtaining loans through private money lenders gives us this competitive advantage over other investors who sometimes take weeks to go through the time consuming bank approval process in order to purchase properties.

We have an aggressive TEAM approach and a top-notch ability to expand our client base through our knowledge of deal structuring and advanced real estate techniques.

We also employ marketing strategies as soon as we purchase a home – giving us a fair advantage over a realtor. Typically, most realtors don't spend time or money on marketing or lead generation strategies. As a result, it can sometimes take months to attract potential buyers. Often times, we are able to find our own buyers allowing us to secure a strong sales price and save on sales commissions. Our renovation process is also down to a science with handpicked and proven construction crews who know we are not retail clients. We pay wholesale prices to all contractors and typically get bulk discounts on all materials.

Advantages to Working With Us

- We have the business systems and knowledge to purchase properties QUICKLY and with CASH
- We create value by finding ugly, vacant homes and putting them back in use after renovation
- We pay wholesale prices to all contractors and typically get bulk discounts on all materials
- We have a creative marketing system to find and purchase properties before they're ever listed
- We find our own buyers allowing us to secure a strong sales price and save on sales commissions

Investing with us also provides a win-win for the homeowner as well. With your cash funding, we can offer homeowners something that very few buyers can. We are helping sellers by purchasing their homes in their timeline -- in as little as 10-14 days. Knowing that we're going to renovate the home and we are buying in as-is condition is a very important factor to sellers who live in older, outdated homes, or those needing repairs. These sellers will also not be required to pay any attorney fees, closing costs, home warranties, inspection fees, realtor commissions, etc. We are not the perfect fit for everyone; but for the seller with the right motivation, these features are a necessity.



Company Business Model

COAST TO COAST HOME SOLUTIONS VS. TRADITIONAL BUYER

Here are just a few benefits sellers have of working with Coast to Coast Home Solutions to sell a home:

- ✓ **CASH OFFER**
- ✓ **NO COMMISSION**
- ✓ **QUICK CLOSE**
- ✓ **NO FEES**
- ✓ **PAY NO CLOSING COSTS**
- ✓ **WE BUY THE HOUSE AS IS**
- ✓ **NO APPRAISAL**
- ✓ **NO LENDING RESTRICTIONS**



Most homeowners have no idea what options are available to them beyond listing a house with a Realtor or trying to sell the house on their own and just hoping for the best. We provide a unique alternative to listing their house on their own or with a Realtor.

When we work directly with a home seller, what we provide can not only make for a smooth transaction, but it can also add up to thousands upon thousands of dollars in savings as compared to selling a home through traditional means.

How Do We Compare to a Traditional Buyer?

	Traditional Buyer	Coast to Coast Home Solutions Inc.
Method of Payment	Bank Financing	CASH
Repairs	1-8% of Homes Value	None (Sold AS-IS)
Closing Timeframe	45+ Days	10-14 Days
Commissions	6% of Sale Price	None
Seller Paid Closing Costs	1-6% of the Purchase Price	Zero
Appraisal	Mandatory	None
Length of Time on Market	150 Days on the Market (SoCal Average)	0 Days

Company Business Model

INVESTMENT BUYING CRITERIA


Our goal is to buy distressed homes in stable areas where there is still strong buying demand. Part of our grand vision is to improve the overall quality of living in both urban and suburban neighborhoods. In addition to improving overall quality of life, we are committed to increasing the value of real estate in our community. Our company builds value by rehabilitating properties that are in significant need of repairs. We are able to target distressed properties and breathe new life back into them by renovating and improving the condition of the property. By doing so, we are able to create beautiful homes and encourage home ownership.

Types of Properties We Target

- Distressed properties in significant need of repairs
- Properties where sellers need to sell quickly
- Properties owned free and clear

The ability to identify a wise real estate investment is certainly a learned skill. We have been thoroughly trained and possess this skill - along with the intuition to spot these great investment opportunities in today's market.

Not every opportunity is a "good deal", and we have built our company on a stable foundation knowing our numbers. If the numbers don't make sense to us it certainly won't make sense to our investors. Our goal is to be in business for many years and brand a company that will be passed down to our children, which cannot be accomplished by taking uncalculated risks.

A	B	C	D	E	F	G	H	I	J	K	
1	Deal Information										
6											
7	PROPERTY DETAILS					PROJECT DETAILS					
8	Property Address:				Address	Date:					
9	Bed:				Bed	Occupied:	Y				
10	Bath:				Bath	Evaluator:					
11	Total Sqft:				Sqft	Closing Date:	Date				
12	Number of Units:				1	Exit Strategy:	Traditional Sale				
13											
14	PROPERTY DESCRIPTION										
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20	DEAL FACTORS					FINANCING COSTS			BUYING COSTS		
21	After Repair Value:	\$			First Mortgage / Lien Amount:			%	Title Insurance / Search Costs:		
22	"As Is" Value:	\$			First Mortgage Points:			#	Miscellaneous Buying Costs:	\$	
23	Purchase Price:	\$			First Mortgage Interest:			%	Escrow / Attorney Fees:	\$	
24	Estimated Repair Costs:	\$									
25	Hold Time (months):	#									
26	Property Taxes (annually):	\$									
27	Insurance (annually):	\$									
28	HOA & Condo Fees (monthly):	\$									
29	Gas (monthly):	\$									
30	Water (monthly):	\$									
31	Electricity (monthly):	\$									
32	Other Utilities (monthly):	\$0									
33	Miscellaneous Holding Costs:	\$0									
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Deal Information

Deal Analyzer for Flips

Definitions

Comps

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Company Business Model

HOW DO WE BUY HOMES SO FAR BELOW MARKET VALUE?

At Coast to Coast Home Solutions, we have created a marketing machine that is run by our daughters and produces a consistent flow of high quality leads. We are very different from our competitors because we don't just put in offers on MLS properties - we take it to the next level. Our creative marketing strategies allow us to reach the homeowner directly, before the property even goes to a Realtor to be listed on the MLS; whereas, the purchase price would escalate.

These are some of the marketing strategies we use to locate great deals way below market value:

Internet	Direct Mail	Other Strategies
Twitter	Probate	Bandit Signs
Buyer Squeeze Pages	Pre-Foreclosure	Networking Events
Seller Squeeze Pages	Back Tax	Door Hangers
Primary Websites	Free n Clear	Other Wholesalers
Facebook Business	Code Violations	2 House Banners
Google Business Listings	Divorce	Bird Dogs
Google Ad Words	Expired Listings	Box Truck
YouTube	Non-Owner Occupied	Zbuyer



@coast_chris



@coasttocoasthome



@coast_to_coast_home

Company Business Model

HOW WE SELL PROPERTIES QUICKLY

There are many methods we use to sell properties very quickly. We invest a lot of time and money into marketing to build a strong list of buyer clients for our homes. Despite what the media says, there are tons of buyers out there who are aware of the fact that numerous buying opportunities exist in today's real estate market. The problem is: they just don't know how to identify and analyze them to ensure they are actually getting a good value. That's where we come in. We are constantly on the hunt for the next great buying opportunity, and use proven techniques to analyze investment properties.

Methods We Use to Sell Properties

- Bandit signs & Gorilla Marketing
- Realtor/List on MLS (Multiple Listing Service)
- Internet/ Listing Websites
- Pre-Listing Walkthroughs

Our ability to locate a great real estate deal covers all types of real estate investments. We are able to identify great buying opportunities for the following types of buyers:

- Retail
- Landlord
- Rehabber

