

# Valdes Omada



Safe  
comfortable  
affordable  
homes

## Vision

Millions of people arriving to the famous city of Orlando, Florida. Orlando is known for the famous parks such as Walt Disney World – which has a range of theme parks including the world renown Magic Kingdom and EPCOT, Universal’s Island of Adventure, basketball team Orlando Magic and more. The vibrant city is packed with fabulous restaurants and places to visit with breath-taking views.

While tourist accommodation is plentiful, it can be extremely expensive. Landlords in pursuit of higher rates have converted to Airbnb properties, reducing the inventory of housing available for residential living. Affordable housing is a real struggle for Orlando. People need homes. They need safe, comfortable, affordable communities.

Valdes Estate is delivering the solution with their premier property.

## Valdes Omada

Daniel Valdes is the principal of Valdes Omada, the company behind the real estate venture. Valdes Omada’s mission is to provide safe and affordable living spaces where housing is in high demand.

A portfolio of properties will be curated that span multiple locations, positioned comfortably on land which has room for improvements and potentially expansion. The focus will be on rental properties, with consideration for selling on specific units on balance with opportunity.

The property collection will primarily be town homes and apartments located less than an hour's drive from downtown Orlando. With proximity to Walt Disney World and Universal, it is a great location for people who work in hospitality in the area.

## Challenge

Orlando is known for its famous amusement parks, the famous Orlando Magic basketball team and arena, and as a great destination for business national and global business conferences. There are millions of visitors each year, and thousands of people move to the Orlando area.

With a significant volume of living space allocated to tourist accommodation and a constant increase in the number of residents, there is a housing shortage. Out of twenty top metropolitan areas across the U.S., Orlando had the highest year-over-year rent price increase in December 2022, exceeding New York City, Chicago, Boston, and Los Angeles.<sup>1</sup>

Orlando posted the highest U.S. annual rental cost increases.<sup>1</sup>



## Solution

Properties for consideration will have a mix of townhouses and apartments to suit a range of needs. A more modern complex with the majority of units offering 2 bed/ 2 bath or 3 bed/ 2.5 bath combinations would be ideal. However, older properties in good condition will be considered where the volume of units and the overall structure represent an opportunity for renovation in stages.

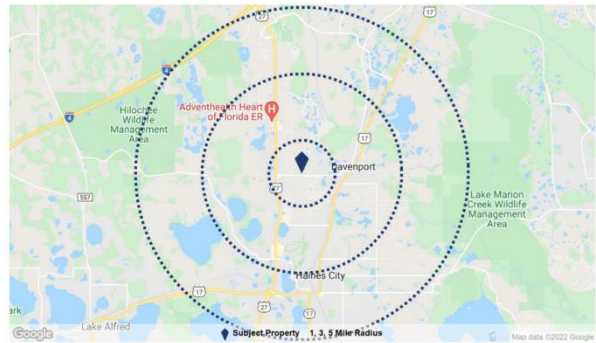
Each unit will have a variety of appliances and accessories to choose from. A beautifully maintained pool facility is available for swimming, sunbathing, and as event space. The property will also have a well-equipped gym for residents to enjoy for fitness needs.

<sup>1</sup> <https://www.corelogic.com/intelligence/corelogic-us-annual-rent-price-growth-dropped-by-nearly-half-in-december/>

# Competition

There are limited communities in the greater Orlando area delivering cost-effective housing that provide a similar mix of townhouses and apartments, along with the amazing space. In combination with the high demand for comfortable, affordable housing in an area with insufficient supply, Valdes Omada is guiding the property development with a strong strategy that will keep the units fully occupied on a consistent basis.

Property that includes extra land that could be used to build more homes in the future will be prioritized for consideration. Planned expansion will be actioned once the community becomes established under the Valdes brand, and the business cultivates a waiting list for rental units.



DEMOGRAPHIC SUMMARY			
	1 Mile	3 Mile	5 Mile
Population			
2021 Population	6,622	33,351	61,910
2026 Population	7,855	38,680	70,829
Pop Growth 2021-2026	18.6%	16.0%	14.4%
2021 Average Age	46	42	41
<b>Households</b>			
2021 Households	2,609	12,252	22,250
2026 Households	3,080	14,189	25,399
Household Growth 2021-2026	18.1%	15.7%	14.2%
Median Household Income	\$63,067	\$54,734	\$51,351
Average Household Size	2.5	2.7	2.7
Average HH Vehicles	2	2	2

# Plan



Occupied properties could be a strong opportunity, depending on the condition of the property and the level of work required across the portfolio of units.

Different types of contracts will be available for future tenants to choose from, such as 1 year, 2 years, even 3 years contracts for the apartment or town homes.

City permits will be investigated prior to property acquisition to ensure that renovation and expansion plans will be supported.

# Team

Principal Daniel Valdes is supported by Reagan Rodriguez and William Wright.



**Daniel Valdes**

Founder & Chief Executive Officer

Leading real estate development and growth strategy.



**Reagan Rodriguez**

Board and Investment Advisor

The CEO of 5<sup>th</sup> Avenue Capital, Reagan has extensive experience helping drive new businesses forward.



**William Wright**

Capital Advisor

Real estate investment advisor.




# Milestones

After the initial acquisition, Valdes Omada will guide the progression of property development in stages. Each target will consider the best approach for optimizing revenue and profit margin.



# Financials

Valdes Omada will acquire a property for approximately \$30m. By delivering safe, comfortable, and affordable homes, the business will be able to maintain more than 60% profit margin. Profits will be further increased with planned improvements and expansion over the next several years.

Operating Statements	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Revenue</b>					
Revenue	2,376,000	2,447,280 	2,643,062	2,722,354 	3,402,943
Cost of Goods Sold	5,940	6,118	6,302	6,491 	8,507
<b>Net Income</b>	<b>2,370,060</b>	<b>2,441,162</b>	<b>2,636,761</b>	<b>2,715,863</b>	<b>3,394,435</b>
<b>Operating Expenses</b>					
General & Administration	384,000	403,200	423,360	444,528	466,754
Landscaping	24,000	25,200	26,460	27,783	29,172
Maintenance & Repairs	120,000	126,000	132,300	138,915	145,861
Staff	156,000	163,800	171,990	180,590	189,619
Utilities	120,000	126,000	132,300	138,915	145,861
<b>Total Operating Expenses</b>	<b>804,000</b>	<b>844,200</b>	<b>886,410</b>	<b>930,731</b>	<b>977,267</b>
<b>Pre-Tax Income</b>	<b>1,566,060</b>	<b>1,596,962</b>	<b>1,750,351</b>	<b>1,785,133</b>	<b>2,417,168</b>

# Conclusions

Principal Daniel Valdes is seeking an investment of \$40 million to acquire the initial property and cover planned improvements and expansion over the first five years.

Initial improvements inside the units will be addressed to ensure the property creates a strong reputation for good quality homes. Parks and event space will be developed in Year 2. Construction of new units on the unused land that comes with the property purchase will occur in Years 3 and 4, with impact to revenue in Year 5.

Join Valdes Omada in creating homes for the people of Orlando. It's an investment in your future and theirs.



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**5th Avenue Capital**  
 Private Funding from \$10M to \$2B