

Best marketing communication practices for private investment funds

The primary challenge of private fund marketing is supply and demand. There are too many firms seeking the attention of a limited universe of investors.

To be successful, firms must be creative, persistent, and targeted to be noticed by the right investors.

Finding the right fit between strategy and client is how private fund managers will build lasting relationships.

Understand what your strategy and firm strengths are. Research your competition carefully—understand what type of investor your strategy appeals to, and build your marketing campaign to match your strengths.

Develop a strong and a lasting brand identity

Hire a professional. Don't lean on what you think worked at the large firm you just left. They spent decades paying millions of dollars, so they don't have to chase new clients. Build a strong brand and develop the best collateral you can afford. Don't look like an amateur.

Be quiet

Learn to simplify your "pitch" and don't say more than you must. Investors will let you know what they want to hear. Develop your presentation style to finish in 20 – 25 minutes or less so you can answer questions.

Integrate good questions in your marketing strategy

Create statements that generate interaction. Focus on creating dialogue around strategy strengths.

Never underestimate what your prospect doesn't know

No one knows everything, never assume the prospect knows something because you do. The smartest people in the world ask the most questions. Focus on areas of your strategy that may be misunderstood the most.

Communicate, communicate, communicate

Pick up the phone and call. Don't send emails or send out monthly client communications. Give your prospects your direct line, create a blog, and use all the digital tools that work for you. Never hide after a bad month or quarter.

Prioritize clarity and simplicity

Present information in a clear and concise manner, avoiding jargon and overly technical language. Use visuals, charts, and graphs to explain complex concepts and data in an easily digestible format.

Showcase historical performance

Provide relevant and accurate performance data, including comparisons to benchmarks and peer funds. Be transparent about the performance metrics you use, and about any limitations or assumptions made in the calculations. Avoid overly complicated ratios and statistics. Focus on risk reward and use benchmarks that are both relative and absolute.

Be consistent with your branding

Ensure your marketing materials are consistent in terms of brand elements such as logo, color scheme, typography, and tone. This consistency will help with your brand's ability to gain recognition and credibility with your target investor markets.

Keep your content up to date

Regularly update your marketing materials and website with the latest performance data, news, and insights.

Include risk disclosures

Clearly outline the risks associated with investing in your fund and explain the risk management techniques you employ to mitigate these risks.


Leverage digital marketing

Use your SEO-optimized website, LinkedIn, marketing automation tools, and webinars to attract a larger group of prospective investors.

Maximizing the value of your investor marketing initiatives requires a combination of clear communication, regulatory compliance, and consistent relationship building. By following best practices in marketing and materials preparation, you can best showcase your fund's unique value proposition and attract more of the right investors to your fund.

One-sheets we've created for other firms

The tear-sheets we create are customized to effectively inform your audiences of capabilities, communicate your strategy and clearly represents your firms performance. They are inline visually with your presentations to build a strong identity standard across all of your marketing communications.



Insurance in an Instant

instabrain.com 800-856-0714 www.instabrain.com

What is Instabrain?


The Problem: Insurance built by engineers with no insurance distribution experience falling short in the profitable distribution of life and health insurance products directly to consumers. The Instabrain team, a unique user-focused, direct distribution and "instant" decision model empowered a licensed agent to bring through the process to required by government and regulatory rules, high volume rates, and ultimately high net per acquisition. Additionally, insurance companies have not been able to deliver a true instant decision product that presents instant decisions to most applicants while maintaining AI, requests for medical records and other.

The Solution: Instabrain, an AI-Powered machine learning coupled with a customer-focused instant decision platform. The solution for real-time, real medical applications with leading and premium term life, disability, critical illness and guaranteed issue products that offer unique and medical health benefits to clients, competitive commission, and low commissions for preferred distribution networks. Instabrain was built to include distribution related with a private track record of distribution for over 40 years.

Instabrain only partners with leading high rated insurance carriers and global re-insurers capable of meeting our client or being willing to drive outside of the US during product development—ensuring an in-house re-insuring solution for the entire client, the distribution network, and the platform. This instant decision platform is available for ALL with virtually no declines, faster to our first and last paid process.

Our platform was developed by insurance distribution veterans who understand industry challenges and what consumers and distribution partners want—value, trust, hassle free, instant decision policies with competitive commissions.

Instabrain Development Timeline



Early web-based product completed in the 4th quarter of 2017

AI being built, machine learning, and security

First beta test with 1000 users

Full product launched

Performance Revenue Forecast (in thousands)

Year	2018	2019	2020	2021	2022
Revenue	\$1,000,000	\$1,500,000	\$2,000,000	\$2,500,000	\$3,000,000
Operating Profit	\$100,000	\$200,000	\$300,000	\$400,000	\$500,000
Operating Margin	10%	13%	15%	16%	17%



Helios Capital Management
1400 K Street, Suite 200
Washington, DC 20004
www.helioscapmgmt.com

Strategy Overview

The investment objective of the Helios Capital Fund I LP is to generate total return and capital appreciation by investing in opportunities and value add real estate opportunities in the U.S., Maryland, and Virginia suburbs. To achieve this objective, the Investment Manager will access opportunities through off-market and existing real estate, strategic partnerships with recognized real estate investment owners, and/or selective build-out strategies.


The Manager will utilize their expertise in real estate development, including general development, value-add opportunities, property management, and financial operations, to enhance the Investor's capabilities and returns on all real estate projects. The Manager will primarily focus on the "buy, fix, rent" and "buy, fix, sell" multi-family residential real estate. Other product types will be considered for qualified sponsors. Target investments will be between \$3M - \$30M of adjusted capital, with the lowest investment comprising more than 20% of the Fund's assets under management.

The Investment Manager believes the current macro-economic environment provides opportunities to acquire distressed real estate at a preferential price when joint ventures with Sponsors representing strong through construction and holding capital assets. The current outlook of rising interest rates, resulting construction costs, and aggressive real estate growth present an opportunity to source investors across multiple real estate asset classes strategically.

The Helios Capital Fund I LP seeks to invest in a diversified portfolio of mixed-use and value-add multifamily, and mixed-use properties in Washington, D.C., Maryland, and Virginia.

- Extensive network of industry contacts and commercial real estate experience
- Well established, off-market development and asset management team and network of third party vendors with an excellent track record of success regarding a diverse set of property types
- High demand and favorable demographics





Ataraxia Capital Management LLC
210 Rockville Pike, Suite 100
Rockville, MD 20850
www.ataraxiacap.com

Strategy overview

The investment objective of the Ataraxia Fund I LP ("Fund") is to generate total return and capital appreciation by investing in opportunities and value add real estate opportunities in the U.S., Maryland, and Virginia suburbs. To achieve this objective, the Investment Manager will access opportunities through off-market and existing real estate, strategic partnerships with recognized real estate investment owners, and/or selective build-out strategies.

The Manager will utilize their expertise in real estate development, including general development, value-add opportunities, property management, and financial operations, to enhance the Investor's capabilities and returns on all real estate projects. The Manager will primarily focus on the "buy, fix, rent" and "buy, fix, sell" multi-family residential real estate. Other product types will be considered for qualified sponsors. Target investments will be between \$3M - \$30M of adjusted capital, with the lowest investment comprising more than 20% of the Fund's assets under management.

Key Metrics

- Spending multiplied from high to low-asset assets: +2.1x
- Total annual operating in the real estate: +9.2
- Current operating

Live trading, net of fees

Year	2018	2019	2020	2021	2022
Net of Fees	10.1%	10.8%	10.8%	11.0%	11.2%

Performance and risk analysis

Asset Class	Volatility	Correlation	Sharpe Ratio	Max Drawdown
Real Estate	10.5%	0.15	0.85	-15.0%
Equity	15.0%	0.20	0.75	-20.0%



Bay Point Advisors
2000 Republic Blvd, Suite 100
Rockville, MD 20850
www.baypointadvisors.com

Investment Strategy

The Bay Point Advisors Income Fund ("Fund") is a diversified portfolio of income-generating assets, including real estate, infrastructure, and private equity. The Fund is managed by a team of experienced investment professionals who have a track record of successful performance in the real estate and infrastructure sectors.

Objectives


- Generate a steady stream of income with low volatility
- Invest in high-quality, income-generating assets
- Provide a competitive return to investors

Composite Returns, Net of Fees

Year	2018	2019	2020	2021	2022
Net of Fees	10.5%	11.0%	11.5%	12.0%	12.5%

Performance and Risk Analysis

Asset Class	Volatility	Correlation	Sharpe Ratio	Max Drawdown
Real Estate	10.5%	0.15	0.85	-15.0%
Equity	15.0%	0.20	0.75	-20.0%



Diligens Capital Management LLC
1400 K Street, Suite 200
Washington, DC 20004
www.diligenscap.com

Strategy Overview

The investment objective of the Diligens Capital Fund I LP is to generate total return and capital appreciation by investing in opportunities and value add real estate opportunities in the U.S., Maryland, and Virginia suburbs. To achieve this objective, the Investment Manager will access opportunities through off-market and existing real estate, strategic partnerships with recognized real estate investment owners, and/or selective build-out strategies.

The Manager will utilize their expertise in real estate development, including general development, value-add opportunities, property management, and financial operations, to enhance the Investor's capabilities and returns on all real estate projects. The Manager will primarily focus on the "buy, fix, rent" and "buy, fix, sell" multi-family residential real estate. Other product types will be considered for qualified sponsors. Target investments will be between \$3M - \$30M of adjusted capital, with the lowest investment comprising more than 20% of the Fund's assets under management.

Managed SPX Strategy - Tranche 3x Leverage, Directional SPX 500 ETFs (Mar 2021 to Present)

Year	2018	2019	2020	2021	2022
Managed SPX	10.5%	11.0%	11.5%	12.0%	12.5%

Accelerated Growth Strategy - Tranche 3x Leverage, Directional SPX 500 ETFs (Mar 2021 to Present)

Year	2018	2019	2020	2021	2022
Accelerated Growth	10.5%	11.0%	11.5%	12.0%	12.5%



BV International
210 Rockville Pike, Suite 100
Rockville, MD 20850
www.bvintl.com

Strategy overview

The investment objective of the BV Digital Royalty Fund I LP ("Fund") is to generate total return and capital appreciation by investing in opportunities and value add real estate opportunities in the U.S., Maryland, and Virginia suburbs. To achieve this objective, the Investment Manager will access opportunities through off-market and existing real estate, strategic partnerships with recognized real estate investment owners, and/or selective build-out strategies.

The Manager will utilize their expertise in real estate development, including general development, value-add opportunities, property management, and financial operations, to enhance the Investor's capabilities and returns on all real estate projects. The Manager will primarily focus on the "buy, fix, rent" and "buy, fix, sell" multi-family residential real estate. Other product types will be considered for qualified sponsors. Target investments will be between \$3M - \$30M of adjusted capital, with the lowest investment comprising more than 20% of the Fund's assets under management.

BV Fund advantages

- Experience, reputation, and industry knowledge
- Proven track record of successful performance
- Strong relationships with industry leaders

Methodical due diligence and investment process

Our investment process is highly disciplined and data-driven. We conduct thorough due diligence on all potential investments, including financial analysis, market research, and legal review. Our goal is to identify high-quality investment opportunities that offer a competitive return to investors.

Samples of our presentation work

Our presentations are visually rich and storytelling, Most importantly, they are brief and informative. You will never see any "Powerpoint-like messaging" from us. Our work here highly reflects the best of your brand's identity.

ATARAXIA
CAPITAL MANAGEMENT

The Global Future Fund, LP
(a Delaware Limited Partnership)

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LOTIS

Lotis Income Fund 1, LP
(a Delaware Limited Partnership)

Lotis Capital Management, LLC
2300 Collier Road, Suite 200
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305.588.6584
investor@lotisgroup.com
www.lotisgroup.com

BW International

Investor presentation

BWI Digital Royalty Fund I, LP

BW International
605-222-1928
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ATARAXIA
CAPITAL MANAGEMENT

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The opportunity (continued)

According to McKinsey's Net Zero Transition Report, "The Net Zero Transition—about 7 Global Coal, Oil and Gas (GOC) plants. The average annual capital expenditure to achieve net zero by 2050 will need to increase to \$2.7 billion per year from its current level of \$1.7 billion, representing a total average annual increase of \$1.5 billion (87%). In addition, \$1.3 billion in capital expenditures will need to be allocated from GOC emissions to low-emission assets and infrastructure. Furthermore, spending on the net zero energy transition is expected to be four times that increase to 3.1% of global GDP between 2020 and 2050 before falling back to 1.5% or below during the following 20 years.

The additional and reallocated capital expenditures should target the directed towards creating alternative renewable and net zero energy generation assets such as solar, wind, and nuclear, building more efficient and effective power grids, and creating new low-emissions transportation equipment and industrial facilities.

GDP CO2 emissions

Country	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
China	12,500	13,500	14,500	15,500	16,500	17,500	18,500	19,500	20,500	21,500	22,500
USA	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
India	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000	6,500	7,000	7,500
EU	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
Japan	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
South Korea	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Other	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500

LOTIS

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Overview

Lotis Income Fund 1, LP (the "Fund"), will engage in the development of a diversified mix of commercial development projects, including, multi-family, senior living, medical office and retail in high demand locations within Class A market tiers. Fifty percent of the Fund's targeted projects are currently underwritten with over 120 days of pre-leased commitments. The Fund's target asset base is 70% multi-family and senior living with the balance in retail, medical office, and office and retail.

The Fund will perform institutional quality due diligence on all targeted projects. The Fund plans to target investments with a projected gross IRR of 10% (before tax) over a 10-year holding period.

- Investment objective:** Generate attractive income and capital
- 50% of the targeted projects are currently underwritten with over 120 days of pre-leased commitments.**
- Enriched, planned construction:** The Fund will invest and develop multi-family, senior living, medical office, and retail properties.
- Well-Cherry Hill real estate portfolio:** The Fund will invest and develop multi-family, senior living, medical office, and retail properties.
- Superior demographic and economic conditions:** Current and projected growth increases in Sunbelt Florida supports a significant growth and development.

BW International

Digital streaming market growth and royalty revenue

99% of American households pay for at least one or more streaming services.

The percentage of total music industry revenue made by music streaming services.

12.9x The number of streaming service subscriptions found in the average American home each month.

Americans spend an average of 176 hours and 19 minutes a day streaming digital media.

Global intellectual property and royalty revenue

Year	Revenue (USD)
2010	\$22.22
2011	\$174.43
2012	\$273.42
2013	\$335.05
2014	\$407.70
2015	\$468.23

ATARAXIA
CAPITAL MANAGEMENT

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Live performance

Year	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Net IRR	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%	10.0%
Net IRR (w/ tax)	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%	8.0%
Net IRR (w/ tax & fees)	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%	7.0%

Performance and risk analysis

Category	Value	Target	Excess
Net IRR	10.0%	10.0%	0.0%
Net IRR (w/ tax)	8.0%	8.0%	0.0%
Net IRR (w/ tax & fees)	7.0%	7.0%	0.0%

Cumulative performance (at least five investments)

Category	Value	Target	Excess
Net IRR	10.0%	10.0%	0.0%
Net IRR (w/ tax)	8.0%	8.0%	0.0%
Net IRR (w/ tax & fees)	7.0%	7.0%	0.0%

LOTIS

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Palm Beach Rental Market

According to recent Colliers' report, demand and rent growth in Palm Beach County has lagged most markets, with Palm Beach County ranking as one of the top major non-metropolitan markets in the United States. The report highlights high absorption rates of new projects, low vacancy rates, and more than 20% year-over-year net growth, with average rents \$100/month greater than a year ago.

The report estimates that nearly \$3.5 billion of new multifamily projects will break ground and that rent pricing will continue to be strong in the next several years.

Market rent per unit & net growth

Year	Market Rent per Unit	Net Growth
2020	\$1,000	0%
2021	\$1,100	10%
2022	\$1,200	20%
2023	\$1,300	30%
2024	\$1,400	40%
2025	\$1,500	50%
2026	\$1,600	60%
2027	\$1,700	70%
2028	\$1,800	80%
2029	\$1,900	90%
2030	\$2,000	100%

BW International

The top global music royalty firms

Over the past decade, LHMW investors, family offices, and institutional clients have seen the benefits of equity investment and royalty income funds.

Aside from passive income and long-term capital appreciation, equity funds offer investors a tool to reduce correlation to other investments and diversify risk and traditional music exposure during quarterly dividend distributions.

ROUND HILL MUSIC

Round Hill Music Royalty Fund is an investment vehicle managed by Round Hill Music.

The fund invests in music copyrights and royalty streams, focusing on acquiring high-quality music catalogs and long-term revenue potential.

The Music Property Co.

The Music Property Co. is a London-based investment company that acquires and manages music copyrights and royalty streams.

HIPCOAST

Hipcoast Song Fund is a London-based investment company that acquires and manages music copyrights and royalty streams.

It invests in catalogs of hit songs and musical recordings, giving its shareholders exposure to the music industry through equity income.

Case study on identity brand design for Helios

Building a successful brand identity from the ground up

Brief

Helios is a new capital management firm located in Bethesda, Maryland, on the northwest border of Washington, D.C. Their business is venture capital real estate investment properties in Virginia, Maryland, and the District of Columbia.

The firm was looking for a brand identity and had no perceived creative ideas in mind except that they wanted to use the name of a Greek or Roman mythological God—but most were either trite or overused. Along with a new identity, they wanted a stationery package consisting of a letterhead and business card as well as a presentation, monthly summary, and a website.



Solution

We researched this and discovered that “Helios” was one of the least commonly used name in the financial industry so we proposed the name Helios with some logo options.

(Helios was the Greek Titan God of the Sun, a guardian of oaths, and the God of sight.)

With an approved logo, we were able to finalize the requested products. The work period for this entire project was from late April – June, 2022.

The design process

The design approach was to focus on an image of the Sun. But, since the core definition of Helios also included sight, we felt obligated to present at least one solution with that design element in mind.

The images here were the starting point for visual elements to be used for the brand identities to be presented to the core stakeholders.

Originally, the concept was to make the “O” letter form in Helios to be the sun image representation.

It wasn't until we were preparing the logos for presentation that we thought the “I” letter form should be the carrier of the sun image, as though it was “dotting the ‘i.’”

That concept is at the bottom and was the concept that was ultimately chosen as the final design.



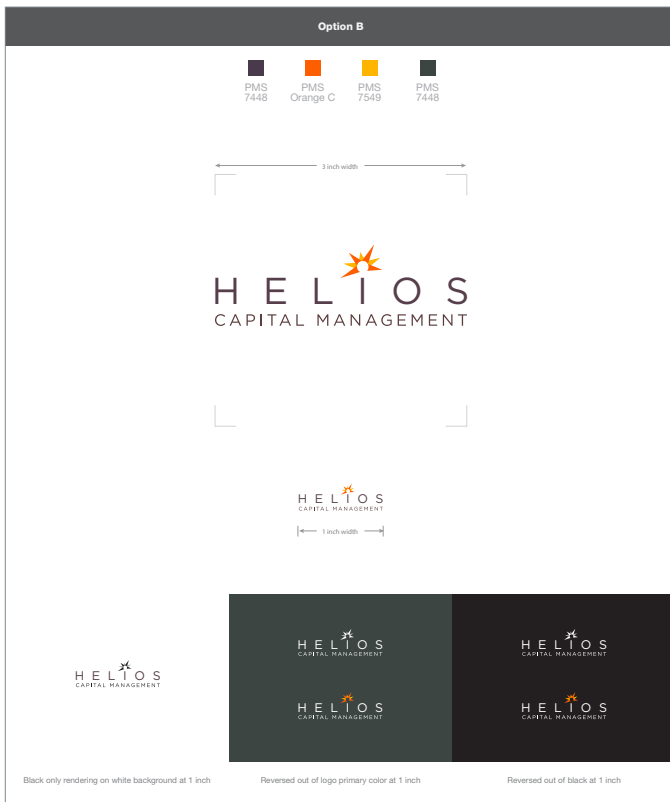
The final logo design

We always present logo designs at a three inch width. This allows for the density for each design to be compared with the other designs at the same width.

Plus, we always present logo designs at a one inch width. If a logo cannot be read at one inch, it fails.

And, we always present logo designs in black and white as well as reversed out of its own primary color and black. For the reversed out treatments, we included options that included color in case those could be used as options. This is the creation of a brand's graphic standards for use on digital as well as print media.

Our brand identities are strong, clean, and memorable. No matter what size your firm is, we can make you look like a corporation with dozens of employees.

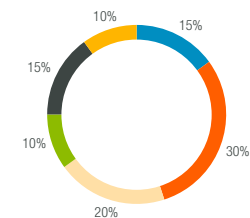
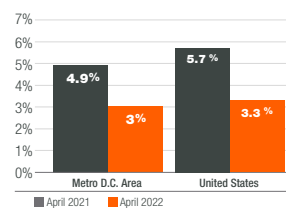
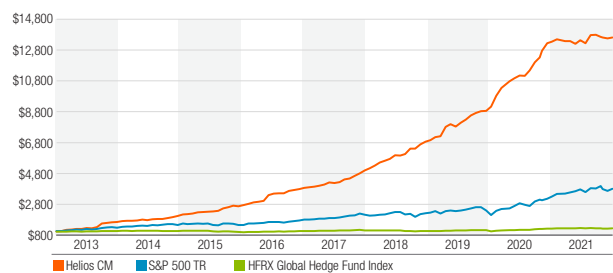


The design and color systems

The colors used within the Helios logo serve as the primary color palette, to be used only as accent colors or in diagrams in which Helios is highlighted as the champion among its competition or boost its high returns as a successor, as indicated below in the design system.

The secondary color palette is for emphasis on diagrams, typography or design accents. The tertiary color palette is only to be used as shading, or for images/duotones, et cetera.

The color palette allows for rich, colorful schematics and data visualization. These are used in presentations and the firm's monthly summary reports or other marketing materials as needed.

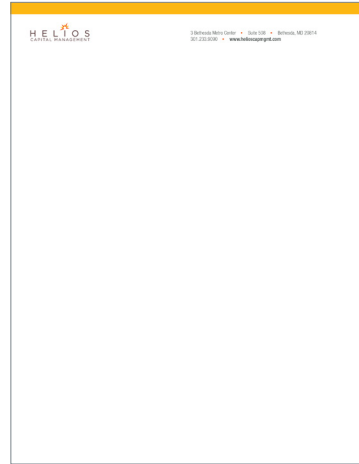


Brand identity design at work

We are brand identity strategists. We understand how important a brand identity is and what it does for organizations like yours. We call this brand recognition and brand equity. You are perceived by your audiences and brand equity. You are perceived by your audiences by the way your brand stands out—or not. It should be cohesive, and strong. And it should be memorable. That is how a brand's identity becomes successful.

At right are the stationery/letterhead and business card design solutions. The idea was to use the yellow and orange bars as design elements and maximize the sunburst logo primary colors as design elements such that the brand identity remains cohesive across all of its marketing components.

Below are the Helios tear sheet and select pages from their presentation.



Card front



Card back

Helios Capital Management
3000 Wisconsin Avenue, Suite 1000
Bethesda, MD 20814
www.helioscapmg.com

Strategy Overview
The investment objective of the Helios Capital Fund I, LP is to generate both income and capital appreciation by investing in opportunities and value-add real estate opportunities in the U.S., primarily in the Washington, D.C. area. The Fund will invest in a diversified portfolio of opportunistic and value-add real estate opportunities through affiliated and wholly owned subsidiaries, through partnerships with experienced real estate investment sponsors, and/or through tender investments.

The Manager will utilize their expertise in real estate development, acquisition, construction, capital structure, and asset management strategy to identify, evaluate, and acquire real estate investment opportunities. The Fund will have the capability and resources to invest in a diversified portfolio of opportunistic and value-add real estate opportunities. The Fund will have the capability and resources to invest in a diversified portfolio of opportunistic and value-add real estate opportunities. The Fund will have the capability and resources to invest in a diversified portfolio of opportunistic and value-add real estate opportunities.

The Helios Capital Fund I, LP seeks to invest in a diversified portfolio of opportunistic and value-add multifamily and mixed-use properties in Washington, D.C., Maryland, and Virginia.

About Helios Capital Management
Helios Capital Management is a leading real estate investment manager and asset manager. Helios Capital Management is a leading real estate investment manager and asset manager. Helios Capital Management is a leading real estate investment manager and asset manager.

Helios Capital Management
Stephen M. Wasson, Managing Partner
Helios Capital Management is a leading real estate investment manager and asset manager. Helios Capital Management is a leading real estate investment manager and asset manager.

Three-Party Professional Services
Legal Counsel: **Franklin & Knickerbocker**
Auditor: **Deloitte**
Broker/Commission: **National Capital Fund**

Disclaimer
This offering is a limited partnership offering and is subject to the risks of real estate investment. The Fund will invest in a diversified portfolio of opportunistic and value-add real estate opportunities. The Fund will have the capability and resources to invest in a diversified portfolio of opportunistic and value-add real estate opportunities.

Helios Capital Management
3000 Wisconsin Avenue, Suite 1000
Bethesda, MD 20814
www.helioscapmg.com

An Opportunistic and Value-Add Real Estate Fund

The Helios Capital Fund I, LP seeks to invest in a diversified portfolio of opportunistic and value-add multifamily and mixed-use properties in Washington, D.C., Maryland, and Virginia.

The Fund will invest in a diversified portfolio of opportunistic and value-add real estate opportunities through affiliated and wholly owned subsidiaries, through partnerships with experienced real estate investment sponsors, and/or through tender investments.

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About Helios Capital Management

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Diversified and Resilient Regional Economy

Amazon's more than \$2.5 billion investment in HQ2 and the surrounding area will result in 25,000 Amazon jobs over the next decade, and thousands of indirect jobs across the entire region.

Largest Private Sector Employers (Annual Revenue, 2021)

Amazon	\$512.4 billion (Washington, D.C.)	7%
Facebook	\$212.4 billion (Washington, D.C.)	6%
Lockheed Martin	\$67.1 billion (Arlington, VA)	5%
General Services	\$27.8 billion (Arlington, VA)	4%
Capital One	\$22.8 billion (Arlington, VA)	3%
Marriott International	\$22.8 billion (Arlington, VA)	2%
Other		1%
Total		25%

Median Metro Income by Region

Washington, D.C. Metro Area	\$121,100
United States	\$72,700
Virginia	\$68,500

Source: U.S. Bureau of Economic Analysis

Helios Capital Management
3000 Wisconsin Avenue, Suite 1000
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www.helioscapmg.com

Completed Affiliate Projects

Unique Advantage
NOVO secured the project off-market and managed the building plan to ensure the highest quality design and superior residential density.

NOVO Home Drive (New America, VA) (Under Construction)
The project is a 10-story, mixed-use development with 2,000 SF of ground floor retail and 15,000 SF of office space. The project is a 10-story, mixed-use development with 2,000 SF of ground floor retail and 15,000 SF of office space. The project is a 10-story, mixed-use development with 2,000 SF of ground floor retail and 15,000 SF of office space.

Submarket: Old Town Alexandria
Project Scope: 250,000 SF
Aspirations: 150 units
Start: 11/2019
Projected Completion: 2023
Projected ROI: 20%+

Samples of other brand identities we've created



Hayes Miller, Founder and Chief Executive Officer ▪ Atlanta, Georgia
404-607-6944 ▪ hmill@alphalabcreative.com

Fletcher Maffett, Co-Founder and Creative Director ▪ Charleston, South Carolina
202-341-1234 ▪ fhmaffett@alphalabcreative.com