

# The Future of Fundraising is Online

REAL ESTATE CROWDFUNDING

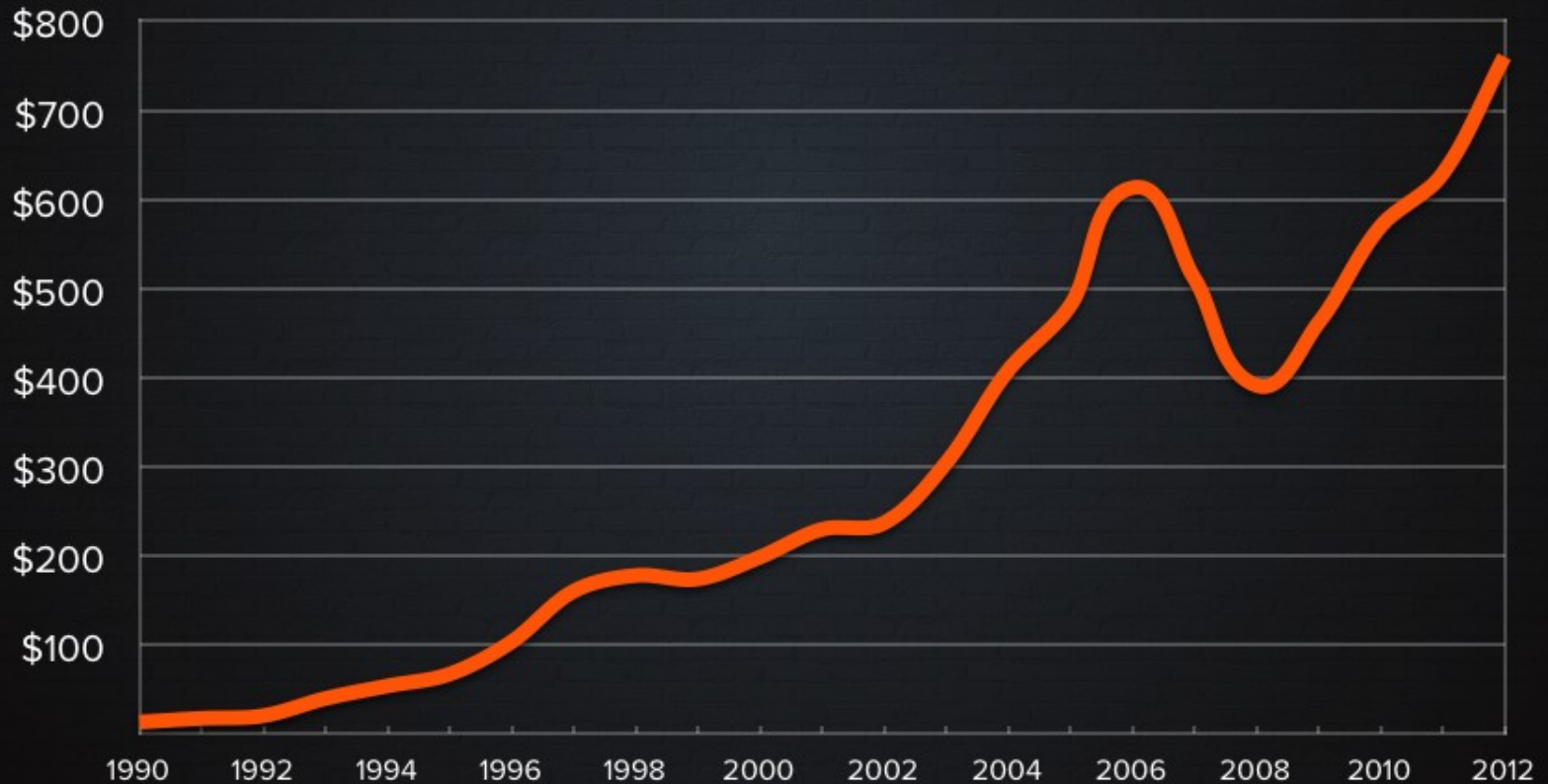


FUNDRISE



# Total Institutional Real Estate Investment

US \$ Billion, 1990-2012





# The Problem

Middlemen come between investors and properties.



**Investment  
Broker**

• 1-2% FEE



**Pension  
Fund**

• 1% FEE



**Private  
Equity Fund**

• 2% and 20% FEE



**Real Estate  
Brokers**

• 1-3% FEE





# The Solution

Direct Investment & Ownership • Empower The Investor



Online Direct  
Investment



# Centralized vs. Distributed Models

One-to-many is becoming many-to-many



## Centralized

Traditional Media

Credit Cards

Marriott / Hilton

Encyclopedia Britannica

## Distributed

Blogs & Twitter

Lending Club

Airbnb

Wikipedia

# Local Public Offerings

OWN LOCAL REAL ESTATE & BUSINESSES



## 1351 H Street NE

FUNDRISE 1351 H STREET LLC - WASHINGTON DC

\$273,800  
INVESTED

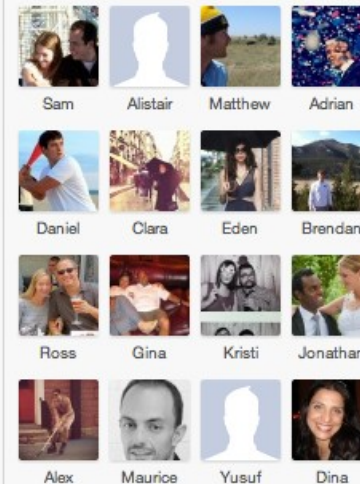
\$325,000  
GOAL

157  
INVESTORS

[VIEW INVESTMENT OFFERING](#)

- Own equity in real estate on H Street NE
- Share in potential profits of a new business
- From the creators of Toki Underground and DURKL

### FUNDRISE COMMUNITY



[f Like](#) [128](#) [t Tweet](#) [74](#)

### FUNDRISE ON TWITTER

Welcome to the Fundrise community! RT @PlannerE: I just invested in Fundrise 1351 H Street LLC on @fundrise! <https://t.co/ryCSHbRY>



# The Dumbbell (Fundrise Burnside LLC)

Guerrilla Development Co. • Portland, OR

Overview

Property

Market

Team

More Info



## Projected Financials

**\$1.5M**  
Offering Size

**3-5 Year**  
Payback of Principal

**10-12%**  
Annual Return

## Invest In Your City

The Portland Development Commission is selling the E. Burnside Bridgehead island site at 333 E. Burnside and has selected Guerrilla Development Co., through a competitive process to develop the vacant land into a thriving hub of commerce, craftsmanship, and computing.

Guerrilla Development believes publicly owned properties should be sold to developers who promote public investment, enabling community members to invest in, and share the financial benefit of new development in their city.

## Test the Waters

INDICATE YOUR INTEREST

**\$2,045,600**  
of \$1,500,000 goal

Offering Location **Portland, OR**

Offering Size **\$1.5 million**

Offering Type **Equity**

**I'm interested in investing**

## 507 INVESTORS



## Local Public Offerings



### The Transfer Station

Shift Capital • Philadelphia, PA

Shift Capital, as owner and developer, plans to redevelop the property and lease it to the Transfer Station, a community-oriented co-working, retail, education and event space. Shift Capital

**\$500,000**

Offering Size



TEST THE WATERS • \$537K of \$500K



### The Dumbbell (Fundrise B...

Guerrilla Development Co. • Portl...

Guerrilla Development believes publicly owned properties should be sold to developers who promote public investment, enabling community members to invest in, and share the

**\$1,500,000**

Offering Size

**10-12%**

Annual Return



TEST THE WATERS • \$1.6M of \$1.5M



### 965 Florida Avenue NW - T...

MRP Realty • Washington, DC

The District of Columbia is selling 965 Florida Avenue NW and has selected the joint venture among MRP Realty, Ellis Development Group and Fundrise as one of two finalists to purchase the property.

**\$300,000**

Offering Size

**8-10%**

Annual ROI



TEST THE WATERS • \$974K of \$300K



### Dupont Circle Condominiums

Lock 7 • Washington, DC



### 141 South Meridian Street

ATCO • Indianapolis, IN



### 3400 Georgia Avenue Inves...

Redbrick • Washington, DC





*the*  
**AMERICAN  
JOBS ACT**

