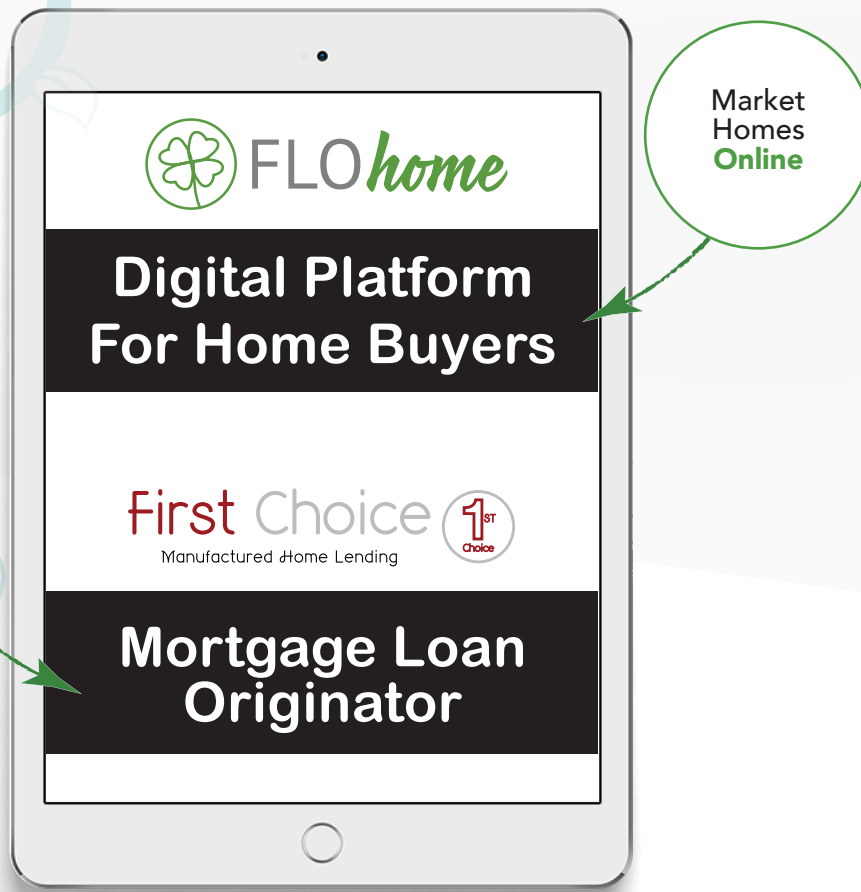


We offer a 'New Homes Program' to supercharge infill or replacement of obsolete homes.



Our **New Homes Program** is a set of services that deliver home financing and expert marketing and sales, powered by our **FLOhome** digital platform. We also offer options to help you manage risk.

## The 10 Step New Homes Program Delivers:

- Financing for spec homes inventory, including **flexible options** to manage risk.
- New homes plan, including **smart home ordering** of floorplans and features, for your market.
- **On-site maintenance** plan to get new arrival homes on the market faster.
- **Digital marketing** and sales plan for accelerated occupancy.
- Online financing and loan processing for future resident homeowners, through our private mortgage loan originator, First Choice. First Choice has the highest MH home loan approval rate, highest close rate and **fastest processing time (3-5 days)** in the industry.
- Ongoing **staff training**.
- Program management and **reporting**.



Evaluate **Financing**



New Homes **Maintenance**



**Financing**



Digital / Traditional **Marketing Plan**



New Homes **Plan**



**Sales**



**Manage & Execute**  
Marketing / Sales



Ongoing  
Staff **Training**



**Management**  
Insights and Reports

## Evaluate Financing

Four Leaf will share expertise on our financing solution to bring in new spec homes and extend loans to future resident buyers. You'll understand our financing solution, compared with other programs that help you buy new homes. We'll review cash outlay, rates, fees, and options if repos occur. We'll talk home sales vs. rental model and the impact on cash flow. And, we'll explore our lending process for resident home buyers.

## Financing (MLO)

Our financing solution gives access to our mortgage loan originator, First Choice. First Choice can finance your new spec homes and offer loans to resident buyers with all types of credit scores. In addition to competitive rates and low fees, First Choice gives your future residents access to an online credit application, processing and closing, as part of our proprietary FLOhome platform. The result of our scoring and greater speed is more homes sold.

## New Homes Plan

Four Leaf will assist property owners in the market-driven selection of model homes, including specific guidance on manufacturer selection, floorplans, high impact upgrades and home pricing. Based on cash flow needs and market conditions, we'll advise on order quantity and the preparatory steps for lot configuration; blocking, HUD, municipal.

## New Homes Maintenance

Four Leaf will assist property owners in identifying local contractors for home inspections, new home preparation, setting, utility hook-up and transportation. Ensuring operational effectiveness, we'll deliver staff training including processes, procedures, forms and our 28-point checklist to speed the home to market readiness.

## Digital/Traditional Marketing Plan

Four Leaf will create a customized digital marketing plan consisting of online advertising, local outreach, social media engagement and referral programs geared to the target audience for the community. Powered by our proprietary FLOhome platform, we'll digitally market your homes, offer virtual tours, capture leads electronically and continue marketing to non-buyers via email.

## Sales

We'll train your staff on effective sales approaches and message delivery via phone, on-site tours, financing and ongoing communication. Four Leaf will work with the sales staff on our 10-point home tour approach, including hotpoint cards, sales collateral and more. Our FLOhome system will capture sales data for better predictability and insights into daily sales performance.

## Management

Four Leaf managers excel in their field. They're not transactional, but business people helping you gain a deeper understanding of how to connect your local target customer to the right homes at the right price. Our managers are focused on how to capture value by bringing new homes into the community, cost effectively, managing cash outlay and risks. And, they're people who will care about your residents and your business.

## Ongoing Staff Training

Four Leaf University provides a wealth of applied training modules for marketing and sales, from basic outbound marketing to more sophisticated online, social media and on-site sale experience. Training is conducted incrementally and can be catered to the specific needs of each individual or team.

## Management Insights and Reports

Inbound leads will be tracked and aggregated from all sources, creating a prospect database for ongoing marketing communication. Reporting on those leads will be provided in the digital marketing and sales summary reports.