



A **FULLY VERTICALLY INTEGRATED** REAL ESTATE INVESTMENT FIRM

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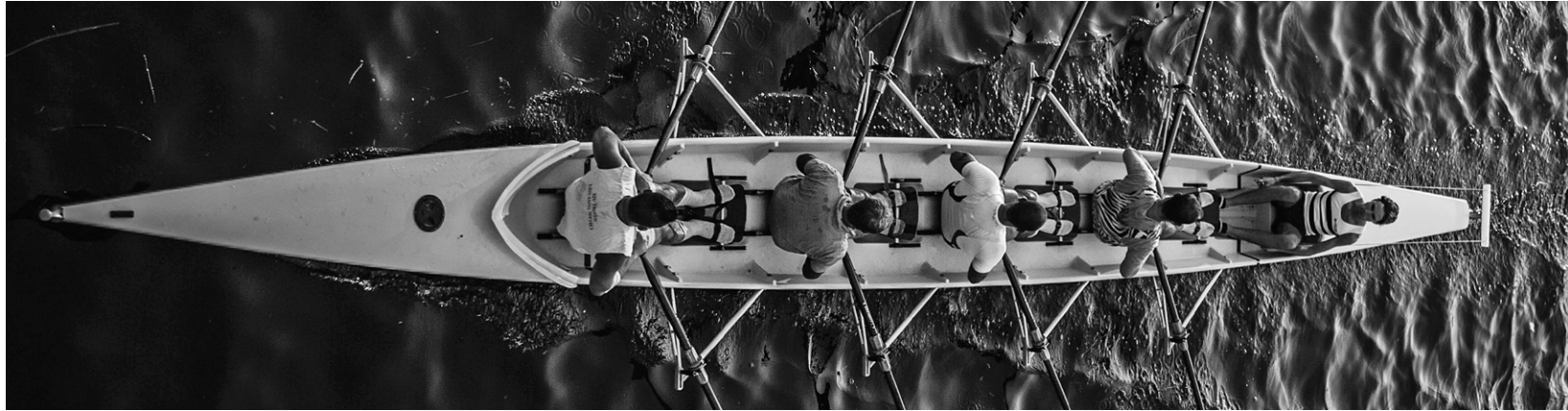


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ABOUT US





# LEADERSHIP

We believe that intellectual capital is critical to providing innovated solutions, and ultimately having a positive economic impact. Our team is comprised of leaders in the industry with institutional experience at some of the nation's largest investment firms. Our people are our most valuable asset, providing solution to complex problems and changing crisis into opportunity. This extensive talent and experience allows Atlas Pearl access to intellectual capital that is second to none.





## WHO WE ARE.

We apply our capabilities as a national investment firm that delivers unique strategic solutions to unlock hidden value. The capital we invest alongside our investors fuels the development of our business plan, while improving the social and economic impacts on surrounding communities. Through this work, we ensure our collective group wealth grows for generations.



### **\$50M OF INVESTOR CAPITAL**

Atlas Pearl's proprietary data and process ensure our ability to execute our specific business plan while safely deploying money for our partners



### **\$190M VALUE OF GROSS ASSETS**

The breadth of Atlas Pearl's Real Estate portfolio provides valuable real-time proprietary market data.



### **SEASONED PROFESSIONALS**

Our team consists of seasoned real estate professionals in New York and Florida, with a history of managing and developing property in excess of \$5Billion. We believe our extensive experiences allows Atlas Pearl to make educated investment decisions, while limiting risk throughout the project cycle.



## WHO WE ARE?

Put simply, your goals are our goals. We represent your voice, your needs and your investment goals in every decision we make



### **RETURNS & CAPITAL PRESERVATION**

LONG TERM | GOALS

The firm's goal is to deliver enhanced returns and capital preservation over the long term through a rigorous application of our intellectual and financial capital. All of our businesses reflect Atlas Pearl's strong partnership culture, commitment to exceptional performance and uncompromising integrity.



### **OUR CLIENTS FIRST**

INVESTORS | BUYERS

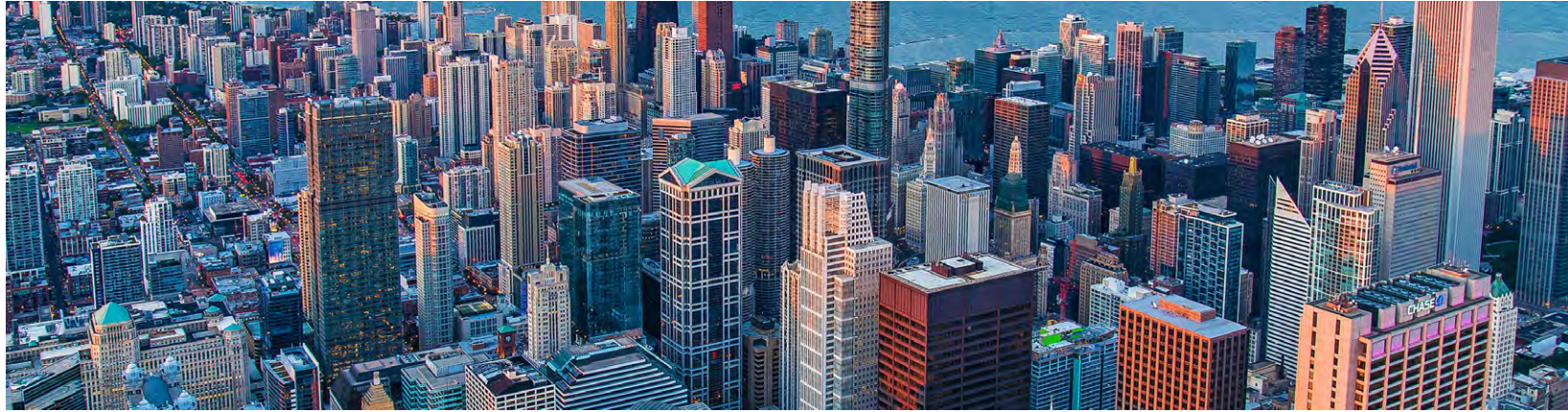
Putting our clients' interests first is at the core of our asset management philosophy. We also custom-tailor our investment strategies to clients' specific needs. This approach has led to a high level of client satisfaction.



### **TRANSPARENCY & DISCLOSURE**

HONESTY | SUPPORT

At Atlas, transparency and disclosure are fundamental to the way we do business. We strive at all times to ensure that our investors, unit holders, employees, portfolio companies and all parties with whom we do business can rely on us to operate in a responsible and ethical manner. We have a deep commitment to professionalism, fairness and integrity in all of our business activities



## WHAT WE DO.

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Atlas and Pearl is at its heart a real estate investment company, deploying capital to add value and special situations. We enhance property by deploying a strategic approach to risk, while maintaining high returns through our network of symbiotic partner companies. Atlas Pearl also believes in a balanced social approach to investment, and we choose our projects not solely on its return merits.



### **OPPORTUNISTIC**

Our opportunistic platform employs a straightforward formula: acquire or build high quality real estate in premier marketplaces at a significant discount to replacement cost. Our vertical integration allows us to streamline our process all the way from planning a new development, through the exit of our asset management process.



### **CORE**

We target high quality core or core plus assets with a focus on long term wealth preservation. We take a unique approach to risk, to ensure that we balance our ability to meet our return expectations while ensuring that we minimize any downside risk.



### **ADVISORY**

Atlas Pearl's team has been responsible for directly deploying or advising on equity or debt deployment in excess of \$20B. We have placed ourselves as a leading private solutions provider, advising on placement or restructuring transactions with a keen institutional eye.

INVESTMENT  
STRATEGY

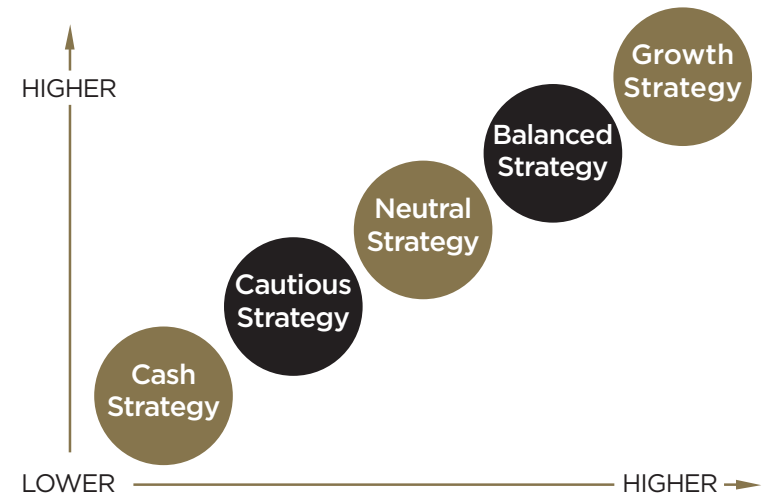




# INVESTMENT STRATEGY.

## RETURNS WILL BE ACHIEVED THROUGH:

- Operating Cash Flow
- Refinancing
- Dispositions
- Acquiring fee simple assets and senior mortgages at a secure basis
- Investing across different markets based on a variety of different demand generators
- Investing in different positions of the capital stack.– Senior mortgage, mezzanine debt, and equity



TARGET  
INVESTMENT

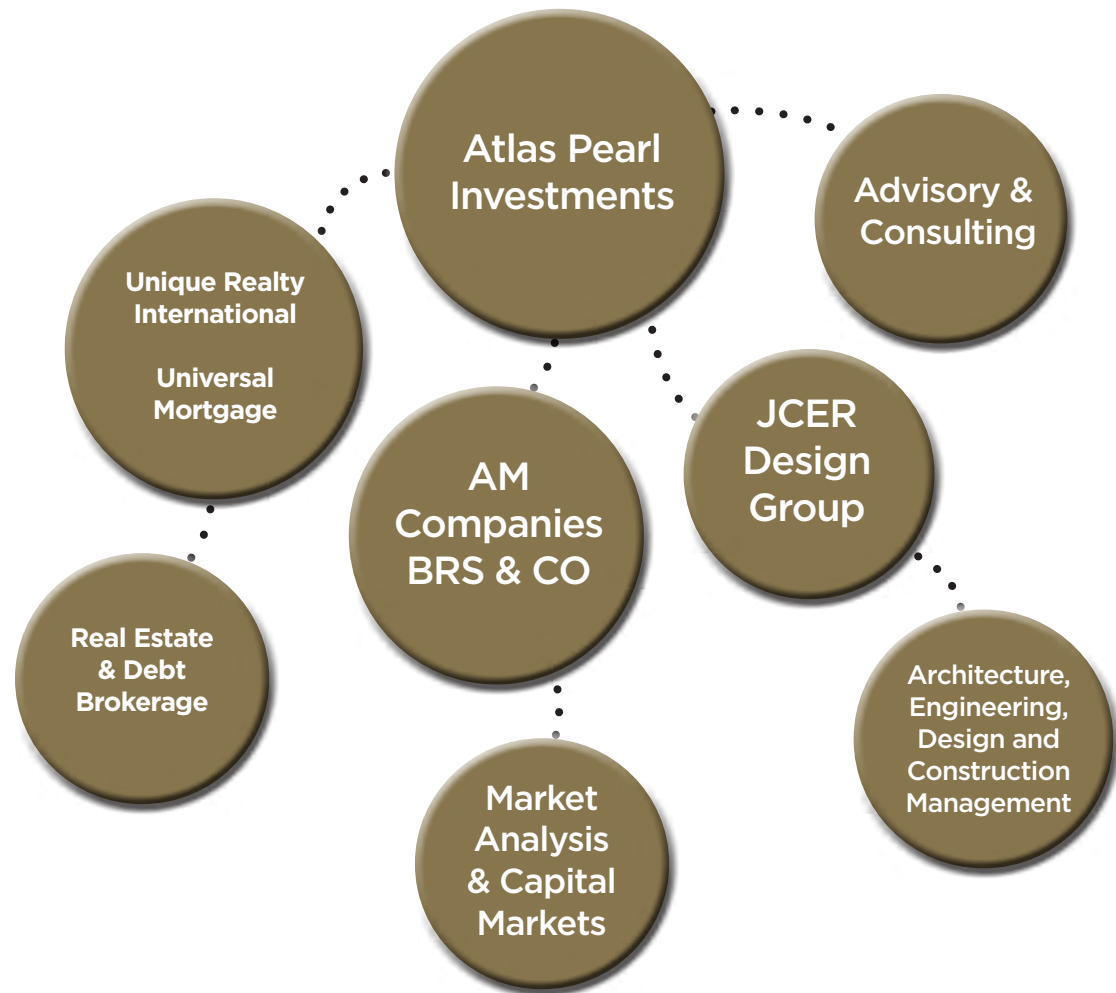




## TARGET INVESTMENT.

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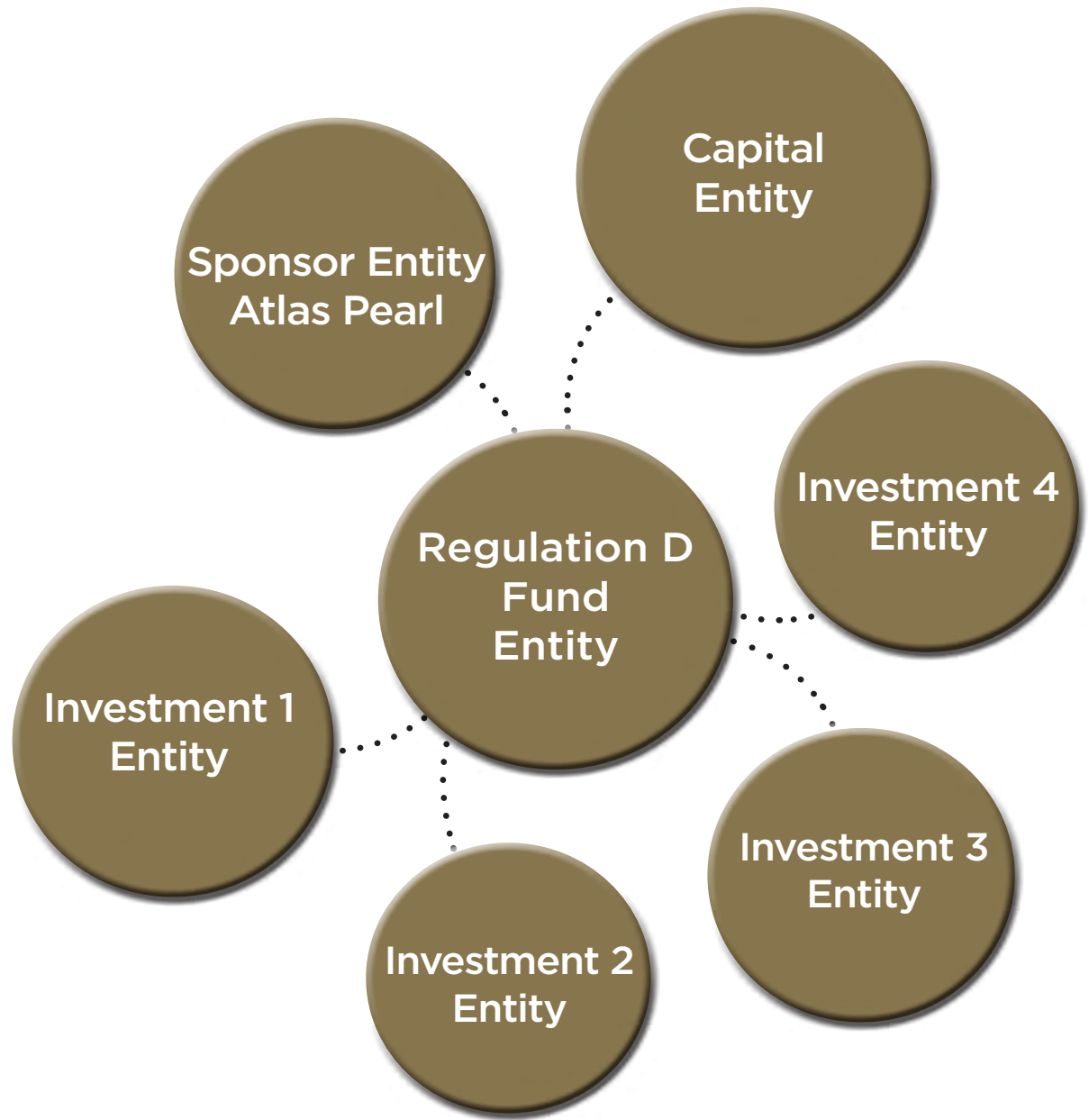
- Franchised hotels: Mandarin Oriental, Marriot, Hilton, Hyatt, Starwood, IHG, Choice, Best Western, Wyndham
- Full, Select, Limited Service and Extended Stay Hotels
- Joint Venture, Value add, Conversion, and Ground Up Multi-family developments
- Purchase price points targeted at discounts to replacement costs
- Value creation opportunities: Legal strategies and repositioning

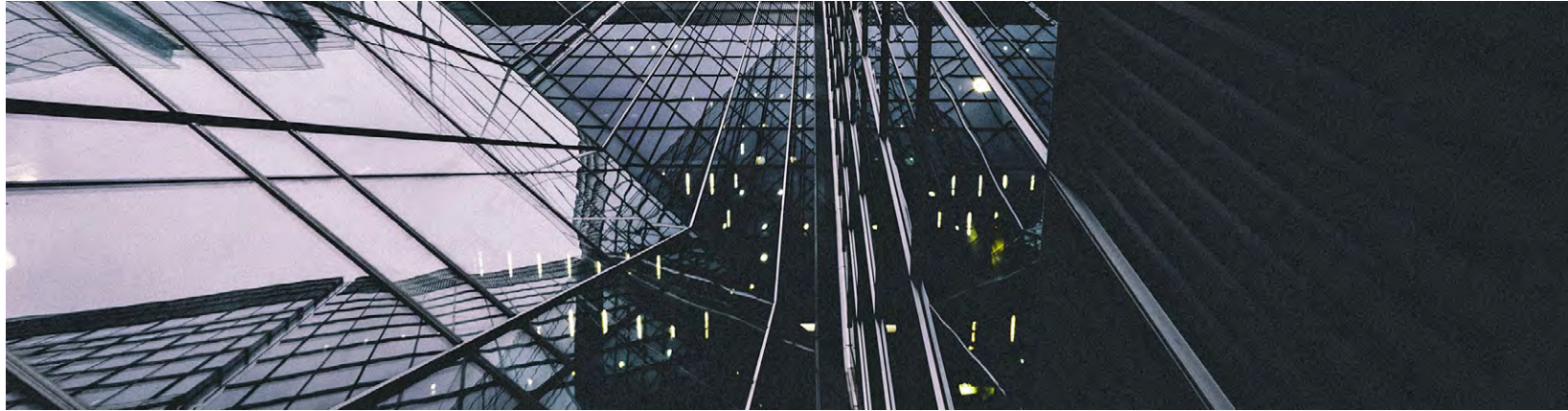


# ATLAS PEARL **COMPANY STRUCTURE**

# INVESTMENT STRUCTURE

The Company will include numerous layers of limited liability companies to allow for simple distribution to capital partners while providing all parties with liability protection





## CURRENT PORTFOLIO.

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REAL ESTATE  
PORTFOLIO





**Fort Myers, FL**

Acquisition Price: \$4.4 Mil

Current Value: \$13 Mil



  
**DELTA**  
HOTELS

**Somerset, NJ**

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Acquisition Price: \$12.3 Mil

Current Value: \$50 Mil



**BWI Airport, MD**

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Acquisition Price: \$5.2 Mil  
Current Value: \$10 Mil



# FOUR POINTS

BY SHERATON

Joplin, MO

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Acquisition Price: \$3.9 Mil  
Current Value: \$22.7 Mil



Memphis, TN

Acquisition Price: \$8.1 Mil  
Current Value: \$10.5 Mil



Columbus, OH

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Acquisition Price: \$10.8 Mil

Current Value: \$16 Mil



  
**FLATIRON**

New York, NY

Investment (24 Months)

Investment: \$5 Mil  
ROI: 14%



**HARMON PLACE**  
DAVENPORT

**Davenport, FL**

**Investment (24 Months)**

Investment:	\$2.5 Mil
ROI:	98%



Atlanta, GA

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41 Marletta

Acquisition Price: \$14 Mil  
Stabilized Value: \$31 Mil



MANDARIN ORIENTAL  
THE HOTEL GROUP

Dallas, TX

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Development Price: \$300 Mil  
Stabilized Value \$585 Mil



**Orlando, FL**

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Development:	\$14 Mil
Stabilized Value:	\$21 Mil





## Team

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### **Jonathan Won Chang, Managing Partner and Principal**

Mr. Chang founded Atlas Pearl Investments, Conor Acquisitions, JCER Design Group and currently manages all three companies. He currently owns and manages a hotel and multi-family portfolio of \$250 million. In the highly specialized and complex hotel development sector. He has successfully completed eight renovation and repositioning developments and currently has two ground up development project in construction, with another project in the pipeline for 2020.

Prior to Atlas Pearl Investments, Conor Acquisitions, and JCER Design Group, Mr. Chang spent 3 years with world renowned Architect Rafael Vinoly Architects in New York City, as a Project Architect where he successfully oversaw the completion of Brooklyn College West Quad, Brooklyn Children's Museum, and the Bronx Criminal Court House.

He later pursued the hospitality industry, where he was appointed as CEO of Four Way Hotel Corp. In that role he oversaw the restructuring of operations, finance and equity at the Best Western Plus Orlando Airport and Hawthorne Suites Orlando Airport.

He graduated with the highest distinction from the New York Institute of Technology, School of Architecture and Design. Prior to that, he attended Cornell University where he focused on the fundamentals of Architecture and Hospitality Management.

In 2017, Mr. Chang was recognized by New York State and New York City as one of the Top 50 Asian Americans in Business for his achievements in Development, Design and Architecture.



## Team

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### **Augustus Moy, Director of Capital Markets**

Augustus Moy heads as the Director of Capital Markets for Atlas Pearl Investments, he is also a managing member of the AM Companies. Augustus is a results driven finance professional with 20 years of direct investment experience. A celebrated graduate of New York University, his investment experience started right away and lead him across the asset classes. Over the past 20 years, Augustus has had experiences in multiple areas of the industry ranging from land acquisition and development to property management and asset management. His project specific experiences range across the asset classes over several investment cycles.

Over the recent years, Augustus has been responsible for managing investments on behalf of several family offices. Augustus and his partners collectively own and manage in excess of \$3B of real estate across multiple strategies, which still are largely operated directly by the family businesses.

Currently, his focus lies on creating symbiotic partnerships with best in class operators, financiers, and other family offices. Through these partnerships Augustus ensures prompt and deliberate decision making in order to take advantage of opportunities that arise, and limit risk over the duration of the investment.



## Team

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### **Niraj VM Patel, Director of Business Development**

Niraj VM Patel, brought up in Florida and born in London encompasses over 20 years of experience in commercial finance and real estate transactions. Niraj specializes in structuring various types of financing and negotiations for commercial Real Estate assets including acquisitions and mergers. His knowledge and experience in underwriting complex scenarios enables him to structure loans for successful closings. Niraj is responsible for funding over \$750 million in commercial real estate transactions, acquisitions, and debt refinancing. He believes only through relationships can you make the impossible possible.



## Team

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### **Sonny Sharma, Director of Finance**

Mr. Sharma is an accomplished executive who heads as the Director of Finance for Atlas Pearl Investments, with a background in International business and commercial finance. He is also Co-founder and licensed Real Estate Broker for Unique Realty International, a boutique commercial brokerage firm based in Orlando, as well as managing director of Millennium Title Group and CEO of Zenith Investments 23.

Prior to his foray into finance, he launched several start-ups including running and advising companies from Israel to Dubai, Mumbai and now back in the U.S. to his Financial Advisory & Real Estate Investing roots. He is also an advisory board member at Seacoast Bank, one of the largest Florida-based community banks with about \$7.1 billion in assets. Over the past two decades, he has been involved in multiple facets of the industry encompassing government RFPs and bid negotiations to mortgage brokerage and commercial advisory with special focus on hospitality and multi-family asset classes.

He is an esteemed graduate from the University of Central Florida and a celebrated published author with his publication due to be released at the end of 2020 on his financial and international experiences. Featured on: Fox 35 TV News Orlando, Pool Spa News (USA) Splash! Magazine (Australia), SPN (UK) WAVES Magazine, Times of India Newspaper (India)



## Team

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### **Evan Ramlochan, VP of Development**

Evan attended the School of Visual Arts and completed his studies at New York Institute of Technology with a Bachelor of Fine Arts in 2003. Evan began his Architectural career working as an Engineering Assistant and CAD operator for R.Shatarah Consulting Engineers. He learned a vast amount while designing and planning for residential and commercial projects.

In 2005 he joined Afridi Associates as an Architectural Assistant and CAD operator, where he worked on projects such as Fordham Universities Law Library and the Battery Park Commercial Center.

In 2006 Evan moved onto a Design Build firm called DSC Construction as a Project Manager. DSC Construction focused on Site Planning and Urban Design. During his time at DSC Construction he designed one of the first Airport Plaza Gas Stations located onsite at Newark Liberty International Airport.

While working at DSC Construction Evan also worked with McDonald Associates, designing, planning and detailing multi-million dollar single family homes located in Stockbridge, MA. In 2008 Evan decided to move into Manhattan and joined Kossar + Garry Architects as a Project Manager. Evan ran and spearheaded over 10 projects per year with some of the most notable projects being Stuyvesant Park Dormitory located at 318 East 15th Street NY, NY, a Proposed Dormitory located at 644 East 14th Street NY, NY, 490 Fulton Street a graduate Dormitory, and Cooper and Sixth Residences a Marymount College Dormitory.

In 2015 Evan joined JCER Design Consultants, LLC as Operations Director and Managing Partner. His role is to ensure that all aspects of the projects that are currently underway are met on time and under budget. He is excited to bring his 11 years of Project Management experience to JCER Design Consultants, LLC in order to streamline efficiency and relevancy with every aspect of construction in order to elevate JCER Design Consultants, LLC role as one of the leaders in hospitality Architecture and Design.



## Team

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### **Andres Sylva, VP of Orginations**

Mr. Sylva has had a successful career in the mortgage and insurance industries for the last 15 years. He founded S & S Insurance Agency LLC in 2014 and Countrywide Mortgage Lenders LLC in 2018. With his extensive experience in the insurance and mortgage industries, both companies have flourished into profitable organizations.

Mr. Sylva gained his experience in these fields through working for Paychex Insurance Agency and Ameriquest Mortgage Company before starting his own companies. At these firms, he achieved and exceeded company quotas of over \$100m.

Mr. Sylva graduated from Seminole State College. He also respectively holds a 2-20 Property & Casualty Insurance license and his Mortgage Loan Originator license.

ADVISORY  
BOARD





# Advisory Board

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## **Jonathan Strain, Advisory Board**

Jon Strain joined Juniper Capital from Goldman Sachs in September 2016. He will be heading up the real estate business for the partnership. Mr. Strain was co-head of Goldman Sachs U.S. Real Estate Finance where he was responsible for balance sheet and CMBS lending, securitization and marketing of CMBS and other complex mortgage and mezzanine debt capital. Prior to joining Goldman Sachs, he ran commercial mortgage capital markets at J.P. Morgan for 7 years. Previous roles including real estate credit investing for Dillon Read Capital hedge fund (UBS) and head of CMBS syndication and trading at Morgan Stanley.

Before his Wall Street career, Mr. Strain worked at a real estate developer in Chicago with extensive direct experience in the construction, leasing and management of office, industrial, apartment and hotel developments with the Fifield Companies. Mr. Strain is a former member of the CREFC Board of Governors and a graduate of Brown University. He is currently on the boards of the Tewaaron Foundation and Montclair Kimberly Academy.



## Advisory Board

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### **Alex Kryz, Advisory Board**

Alex Kryz is a founding partner of Juniper Capital. Most recently, through an advisory agreement with Juniper Capital, Mr. Kryz served as the President and COO of Turnberry Associates. Turnberry is a Florida based developer, owner and manager of commercial, retail, residential and hospitality assets including the Fontainebleau Hotel and Aventura Mall. Turnberry underwent a substantial restructuring during Mr. Kryz' tenure.

Mr. Kryz also led the restructuring of the Gencom assets that included Ritz Carlton hotels in Florida, Pennsylvania, Colorado, California and Hawaii. Additionally, he was a senior advisor for GenSpring Family Offices, a \$20 billion multi-family office. Previously, Mr. Kryz served as President of Diageo Spain/Europe where he led one of Diageo's four major worldwide markets. He also served as President of Diageo's Venture Markets, Americas and the Caribbean where he tripled regional profit and achieved double-digit growth over 5 years in a portfolio of 36 countries.



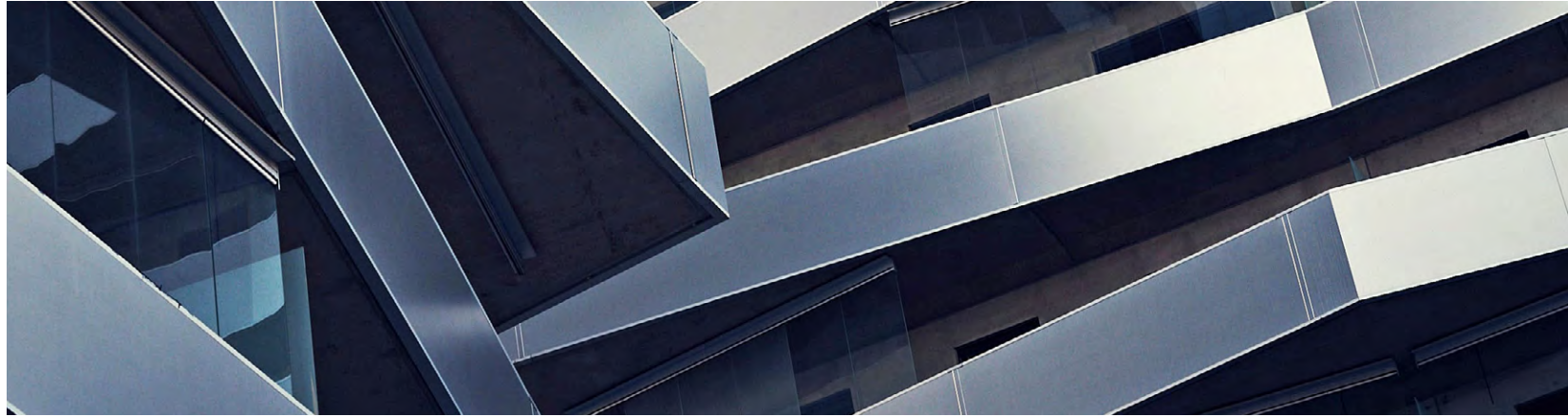
## Advisory Board

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### **Richard Le, Advisory Board**

Mr. Le currently leads AEW's Capital Markets Group's efforts on subordinate debt syndication and distribution. He also focuses on originations of debt investment opportunities and forming strategic lending relationships.

Mr. Le has over 15 years of experience in commercial real estate debt investments, with a focus on CMBS investing and loan workouts. Mr. Le also has over 5 years of Real estate advisory and direct equity investment experience. Prior to joining AEW, Mr. Le was a high yield CMBS investor and a loan restructuring specialist with KKR – Kohlberg Kravis Roberts and LNR Partners (Starwood Property Trust). Earlier in his career, he was primarily responsible for direct equity investing with The Bulfinch Companies and Morgan Stanley Real Estate Funds. Mr. Le graduated from The Wharton School at the University of Pennsylvania with a B.S. in Economics.



## Advisory Board

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### **Dr. Kiran Patel, Advisory Board**

Dr. Patel is the founder of the Dr. Kiran and Pallavi Patel Family Foundation, which supports projects related to Health, Education and the Arts around three continents. In 2005, the Foundation made a donation to University of South Florida (USF), which was (at the time) the largest donation in USF history.

The Foundation also donated significant money to support the Pepin Heart Hospital Research Institute as well as the Performing Arts Center, which was renamed the Dr. Pallavi Patel Conservatory for Performing Arts.

Among the honors and awards that Dr. Patel has received are: the Ernst & Young Entrepreneur of the Year Award for the Southeast U.S., Jefferson Award for Public Service- National Media Award, Community Leader Award- Community Development Corporation of Tampa, Lions Clubs International Academy Award for Humanitarian Service and Ike Tribble Award from National Urban League. On New Year's Day in 2007, Dr. Patel was honored with the "Glory of Gujarat" award from the Chief Minister of his home State in India. In May 2007, Dr. Patel received the Ellis Island Medal of Honor for Exceptional Immigrant Patriots.



## Advisory Board

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### **Jeffrey Baik, Advisory Board**

With over eight years of commercial real estate experience, Jeff Baik, vice president, has arranged more than \$200 million in financing since 2014. Mr. Baik joined Walker & Dunlop in January 2017 as part of the Deerwood Real Estate Capital (Deerwood) acquisition and specializes in multifamily, office, retail, and industrial assets.

Mr. Baik began his commercial real estate career in 2007 as an investment analyst at Besen & Associates, a boutique investment sales firm located in Manhattan. During his tenure, he was promoted to an investment sales broker, in which he quickly thrived as a top producer, closing over \$100 million in transactions. Mr. Baik joined Deerwood in 2014, a top 20 commercial real estate advisory and intermediary firm, with over \$2 billion in annual financings.

Mr. Baik graduated from the Hotel School at Cornell University. Beyond the company, he is an active alumnus of the Cornell Hotel Society, and is a licensed real estate broker of New York State.



# Advisory Board

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## **Brandon Riddick Seals, Advisory Board**

Brandon Riddick-Seals is a seasoned leader, and public-private commercial real estate development and construction executive. Brandon has led organizations, teams, and projects for nearly two decades to successful strategic plan execution, visionary administrative governance, and efficiency-driven fiscal responsibility and financial growth.

Previously, Brandon led business development, external affairs, and corporate diversity and inclusion as Partner at Brasfield & Gorrie, LLC, one of the nation's largest privately held construction companies.

Brandon brings over a decade of experience on the ground with select experience exceeding \$2 billion of participation in and leading of operations for various development and construction capital improvement programs and projects for nationally recognized clients. His collaboration on landmark development projects that have shaped Atlanta's skyline and others of iconic note across the southeast make building not just a profession, but a passion that drives his work and success.

Brandon is a native of Enterprise, Alabama and has resided in Atlanta, Georgia since his collegiate days completing co-operative education work in the field on construction projects in metro Atlanta. Brandon has been civically engaged and involved in leadership capacities from serving as Student Government Association President of Auburn University, a member of the board of the Atlanta Urban League of Young Professionals, past Vice Chairman of the Atlanta Business League, the National Association of Industrial Office Properties (NAIOP) Future Leaders, and member of Leadership Georgia Class of 2015.

Brandon has served as a Commissioner and member of the Executive Board of Directors of the Atlanta Housing Authority for nearly three years working for the affordable, senior, and veteran housing residents of the City of Atlanta to have vibrant and successful communities to call home.

Brandon holds a Bachelor of Science in Building Science and Construction Management as a Presidential Scholar from Auburn University, and an International Economic Development Council Advanced Certificate of study in Commercial Real Estate Development and Reuse from the Georgia Institute of Technology.



A **BETTER AND SUSTAINABLE** METHOD OF INVESTMENT

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