



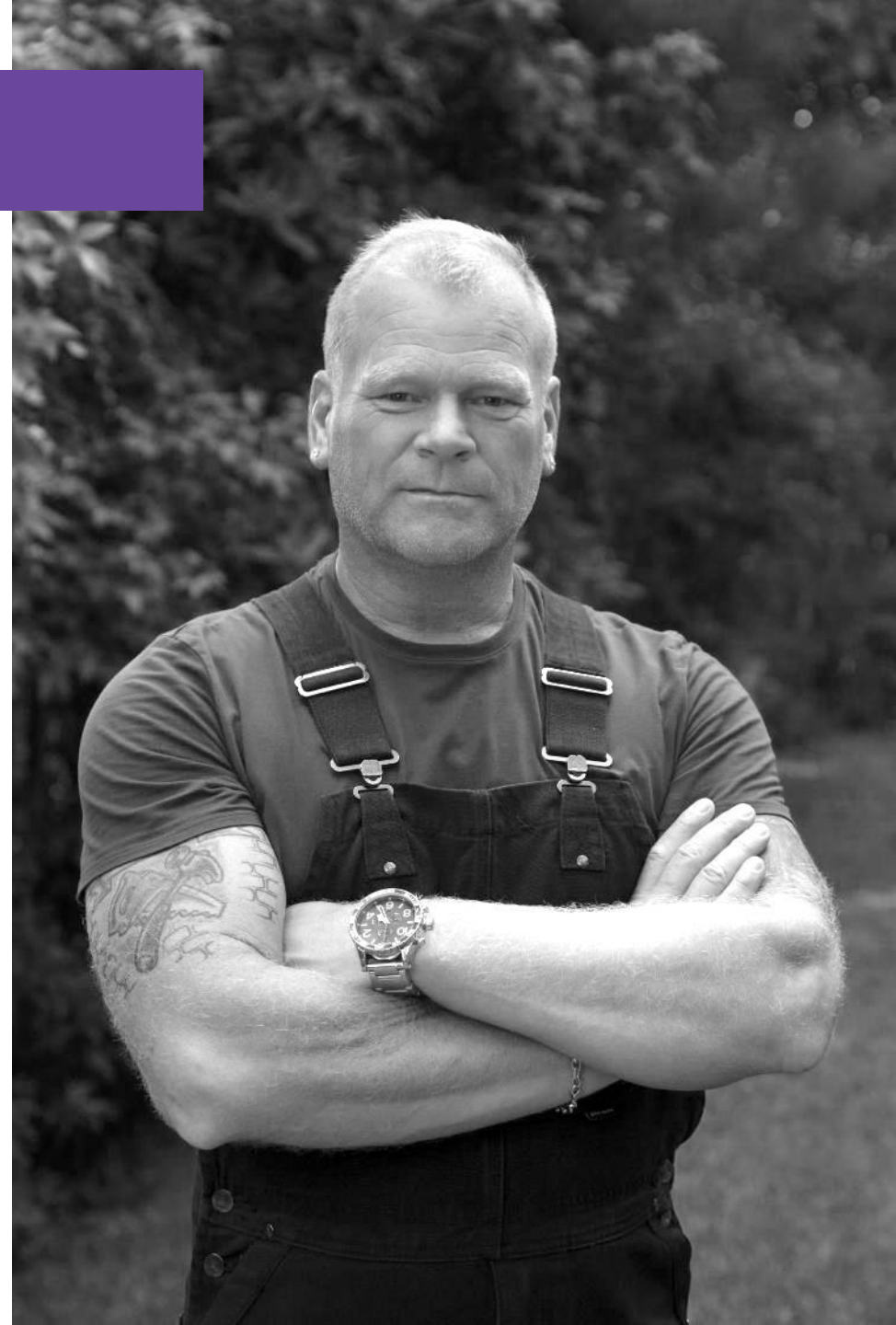
# Disclaimer

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**Forward Looking Information:** This presentation contains forward-looking statements relating to trends in, or representing the Trust’s beliefs about its targeted returns, targeted distributions, future growth, results of operations, performance, and business prospects and opportunities. These forward-looking statements are generally denoted by the use of words such as “anticipate” “foresee” “believe” “expect” “intend” “plan” “target” “aim” “continue” “will” “should” and similar expressions or negatives of these terms or variations of them. These statements reflect management’s current beliefs and are based on information currently available to management. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to known and unknown risks and uncertainties. Presentation of information on past performance is in no way indicative of future performance. Some important factors that could affect our future operating results, financial position, and cash flows and could cause our actual results to differ materially from those expressed in these forward-looking statements include: general economic, financial, or market conditions, political or social uncertainties and contingencies, variations in expected capital and operating costs, labour disputes or strikes, the availability of financing. Undue reliance should not be placed on the forward-looking statements. Although the forward-looking statements contained in this document are based upon what management believes to be reasonable estimates and assumptions, the Trust cannot ensure that actual results will not be materially different from those expressed or implied by these forward-looking statements. The Trust and its administrator assume no obligation to update or revise these forward-looking statements to reflect new events or circumstances.

# WHO IS MIKE HOLMES?

- Mike Holmes is a highly skilled and experienced contractor, HGTV television host, public speaker, educator, influencer and writer. His no-nonsense approach struck a chord with TV audiences and industry leaders worldwide with the No.1 TV show entitled “Holmes on Homes”, leading him to be named Forbes’ Third Most Trustworthy Celebrity and Reader’s Digest’s Second Most Trusted Canadian. Mike Holmes has built an international brand based on quality, integrity and trust.
- With over 35 years of experience as a professional licensed contractor, he has completed over 220 home renovations and remodeling disaster projects and 52 home inspections. Mike’s television career began in 2003 and spans over 20 years with multiple hit series and specials aired on networks like HGTV, FOX, BBC and more. His record breaking, award-winning series and specials are seen in over 90 countries worldwide.





## ABOUT MIKE HOLMES

Mike Holmes' Make it Right® attitude has resonated with audiences and industry leaders alike allowing him to expand his ever growing brand into a number of divisions, including television and media production, product and service development, as well as publishing.

**120K+**  
MONTHLY PAGE  
VIEWS

[makeitright.ca](http://makeitright.ca)

**20M+**  
WEEKLY  
IMPRESSIONS

Across all social media platforms

**500M+**  
ANNUAL  
IMPRESSIONS

Annual Impressions across all  
social media platforms

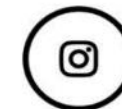
OVER ONE MILLION **ENGAGEMENTS** ON SOCIAL MEDIA  
EVERY WEEK



1.3M



295k+



344k+



76k+



232k+



43k+



17k+

# THE MIKE HOLMES BRAND



# THE HOLMES GROUP OF COMPANIES

- The HOLMES Group of Companies is a multi-business conglomerate and respected international brand with operations in independent media production, new home building, home inspections, building product development, content distribution, and a charitable organization supporting the skilled trades. Started in 2005, it is wholly owned by Mike Holmes and responsible for developing and managing all HOLMES branded entities.



# HOLMES ON RETIREMENT PLANNING

As Mike considers his own retirement, he is on a personal mission to learn more about how to plan his financial future, with a specific focus on learning everything that he can about the world of private equity investments and the unique opportunities that no one ever seems to tell us about.

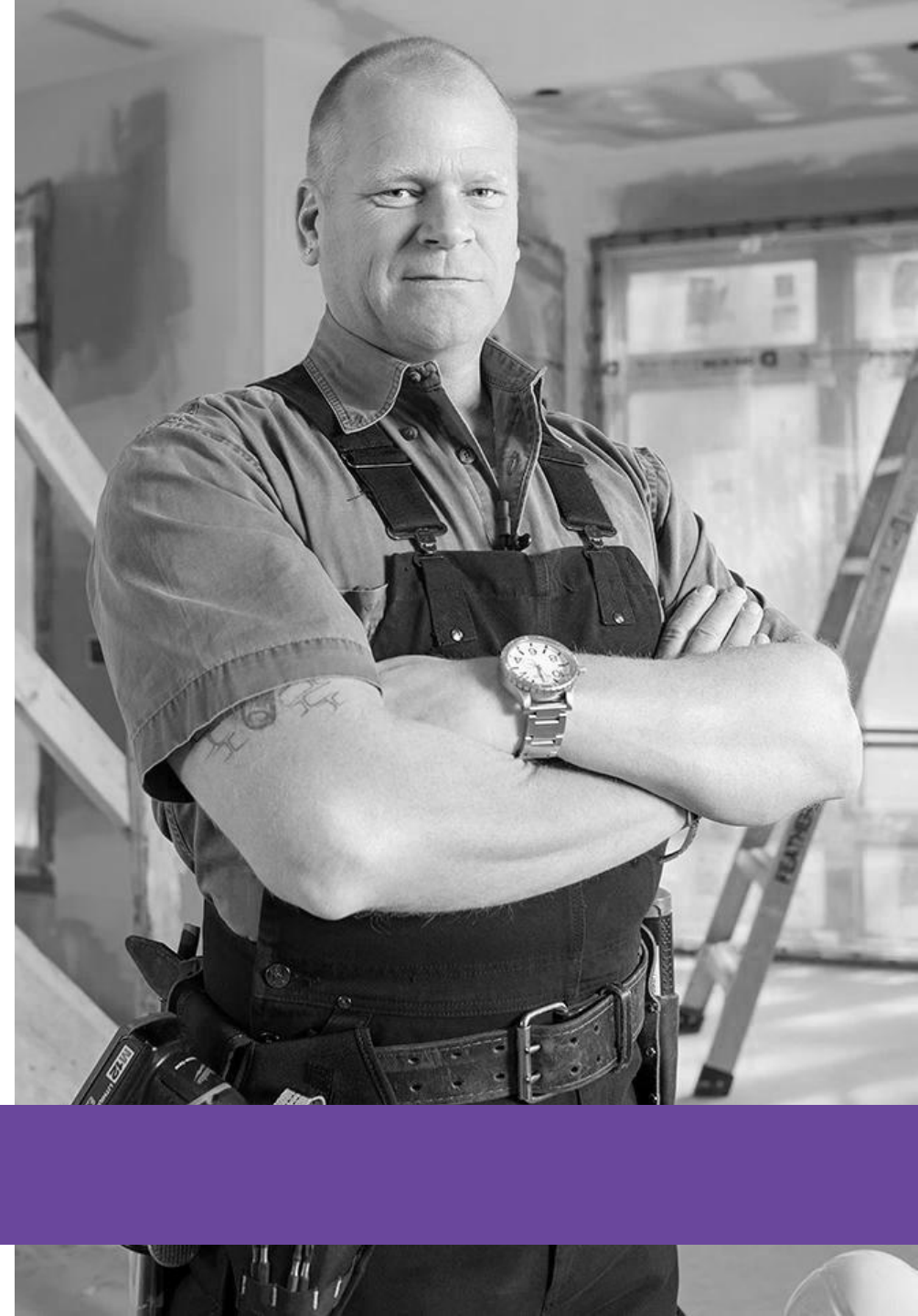
As an educator, Mike wants you to know what he knows and what to learn more about when you consider your investment options.

**Let's learn together;** follow Mike as he applies his philosophy of how to Make it Right to planning for his own financial future and more about retirement and alternative investments.

#Holmesretireright, #InvestItRight



**LEARN MORE**



**APPLY THE MAKE IT RIGHT BRAND  
PHILOSOPHY TO REAL ESTATE ASSET  
MANAGEMENT**

**BUY IT RIGHT**

RESEARCH, INSPECTION, ANALYSIS, NEGOTIATION

**FIX IT RIGHT**

BUILDING PERFORMANCE & OPERATIONS IMPROVEMENT

**OWN IT RIGHT**

BUILDING MAINTENANCE & TENANT SATISFACTION

**SELL IT RIGHT**

INCREASE VALUE, TOP OF MARKET SALES STRATEGY,  
POSITIVE CASH FLOW ASSETS & HIGHER VALUATIONS



**INVEST IT RIGHT.**



# INTRODUCING H.A.R.T

## HOLMES & Associates Realty Trust

*The mission of the HOLMES & Associates Realty Trust is to produce **a consistent yield for investors** through the strategic and prudent management of a diversified portfolio of Canadian commercial and industrial real estate.*

With a national reach, and supported by The Holmes Network of associations, partnerships and services, HART selects from a diverse set of real estate commercial & industrial property assets supported by strong tenancy histories, positive cash flow, long term leases, and asset growth potential

The strong asset diversification allows HART to reduce regional property risks or economic downturns with long term anchor tenants and triple net leases that will reach across the country supporting Canadian businesses nationwide.





# THE H.A.R.T ADVANTAGE



- National HOLMES network of partnerships, associations, and services across Canada:
  - Holmes Approved Inspectors
  - Holmes Approved Contractors
  - Holmes TV & Online Production
  - Relationships with:
    - Real Estate Agents
    - Property Managers
    - Designers/Architects
    - Lenders/Brokers
    - Marketing Firms & Consultants
    - Product Suppliers
    - Manufacturers
    - More



# INVEST IT RIGHT.

Value-Focused Acquisitions



Growth-Focused Management



## THE H.A.R.T FOCUS





**Seth Atkins**

Chief Executive Officer

Seth Atkins has extensive experience in TV production, architectural design, building science, real estate development, administrative management, financial management and consultation. Seth graduated from the University of Toronto Master of Architecture Program in 2003 and spent 7 years with Baird Sampson Neuert Architects. During his time at the architectural firm Mr. Atkins was a Senior Associate in design development and contract administration. Seth's interest in sustainable design methodologies led to his LEED Accredited Professional certification and participation in several award-winning projects that achieved Platinum, Gold and Silver LEED status. Seth was recruited to provide building science, design and construction knowledge to TV Host/Contractor Mike Holmes' team in 2007. He was named the Senior Vice President of The HOLMES Group of Companies in 2014 and has successfully led all business and operational aspects of The HOLMES Group over 18+ years with the company.

Mr. Atkins has a Bachelor of Science in Architectural Studies (University of Utah), Bachelor of Fine Arts (University of British Columbia), and Master of Architecture (University of Toronto). He has three amazing sons and takes pride in his skills emphasizing partnership development, strategic planning and business management.



**Roger Grona**

Chief Strategy Officer | HART

As acting CEO | Firebird Business Consulting and Rethink & Diversify Securities, Roger has driven venture capital consulting with over \$100 million in new value created.

Roger drives strategic initiatives, concepts and business development to assist HART in seeking the right business tenants and commercial assets



**Michael Del Bel**

Chief Financial Officer | HART

Micheal Del Bel is an innovator in the private investment industry, having co-founded, managed, and consulted for many private investment issuers. Michael also leads the Corporate Finance department at Rethink and Diversify Securities.



**Jason Park**

Co-Founder & Advisor | HART

Jason has extensive experience in fundraising and investing with over \$350 million raised to date through Rethink & Diversify Securities, one of the largest Exempt Market Dealers in Canada.



**Jonathan Doll**

Partner | BLG Law Firm

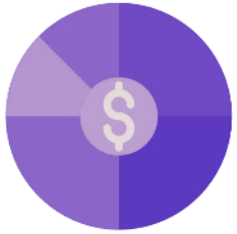
Jon Doll is a Partner and the Regional Leader of BLG's Investment Management Group in Calgary. Jon's practice is focused on corporate finance, investment products and mergers and acquisitions.

**H.A.R.T TEAM**





# WHY INVEST IN PRIVATE INVESTMENTS?



**Diversification:** Private investments can help diversify a portfolio by providing exposure to different asset classes and investment strategies. Diversification can reduce overall portfolio risk by spreading investments across a variety of sectors and industries. (Risks: A diversified portfolio may mitigate risk but does not eliminate it. Asset classes may vary but all assets are primarily real estate investments that may be subject to economic trends).



**Long-Term Focus:** Private investments often have a longer investment horizon compared to public investments. Investors in private companies typically commit their capital for several years, allowing companies more time to execute their business plans and generate value. (Risks: A longer timeline for returns can impact personal financial liquidity; all investors should review and comprehend Redemption terms for any investment)



**Potential for Higher Returns:** Private investments often have the potential to generate higher returns compared to public investments. This is because private companies are typically at an early stage of growth and may experience rapid expansion, leading to substantial gains for investors if the company succeeds. (Risks: increases in share values are a reflection of the fund value and assets under management that are only realized with the increased performance of the fund.)



**Access to Unique Opportunities:** Private investments provide access to unique investment opportunities that are not available in the public markets. This includes investments in startups, venture capital, private equity, real estate opportunities, and private debt offerings. (Risks: Exempt Market Securities contain risks and are considered high risk investments. Review the offering documents, especially the risk factors relating to the securities offered before making an investment decision).



**Income Generation:** Commercial and industrial properties typically generate higher rental income compared to residential properties. Leases for commercial and industrial spaces are often longer-term and may include annual rent increases, providing a steady stream of growing income for investors.



**Potential for Appreciation:** Commercial and industrial properties have the potential to appreciate in value over time, driven by factors such as economic growth, demand for space, and improvements to the property. Appreciation can contribute to long-term wealth accumulation for investors.



**Diversification:** Investing in commercial and industrial real estate can help diversify a portfolio. These properties have different risk and return profiles compared to residential real estate or other asset classes like stocks and bonds, thus reducing overall portfolio risk.



**Longer Lease Terms:** Commercial and industrial leases typically have longer terms compared to residential leases. This stability reduces turnover and vacancy risk, providing consistent cash flow for investors.



**Triple Net Leases:** In commercial real estate, particularly in triple net leases (NNN), tenants are responsible for paying property taxes, insurance, and maintenance costs in addition to rent. This can result in lower operating expenses for property owners and a more predictable income stream.



**Inflation Hedge:** Commercial and industrial real estate often serves as an inflation hedge, as property values and rental income tend to increase with inflation. Additionally, leases may include provisions for rent escalation, further protecting against inflationary pressures.



**Potential Tax Benefits:** Real estate investors can take advantage of various tax benefits, including depreciation deductions, interest expense deductions, and the ability to defer capital gains.



**Value-Add Opportunities:** Commercial and industrial properties often present opportunities for value enhancement through renovations, repositioning, or redevelopment. Implementing improvements can increase property value and rental income, leading to higher returns for investors.



**Stable Cash Flow:** Commercial and industrial properties typically have stable cash flow streams due to long-term leases with creditworthy tenants. This can provide investors with consistent income, making it attractive for those seeking reliable returns.



**Demand Stability:** There is typically consistent demand for commercial and industrial real estate, driven by businesses' need for office, retail, warehouse, and manufacturing spaces. This demand tends to be less cyclical compared to residential real estate, making commercial and industrial properties more resilient during economic downturns.

# WHY INVEST IN COMMERCIAL & INDUSTRIAL REAL ESTATE?

# H.A.R.T INVESTMENTS STRATEGY

- 1 Market Research and Selection:** HART begins by conducting thorough market research to identify strong secondary markets in Canada with favorable economic indicators, such as population growth, job creation, and diversified industries. **BUY IT RIGHT**
- 2 Asset Class and Property Type Allocation:** HART determines its desired allocation across different asset classes and property types within commercial and industrial real estate. This may include office buildings, retail centers, industrial warehouses, and mixed-use properties. The allocation strategy aims to achieve diversification while capitalizing on market opportunities. **BUY IT RIGHT**
- 3 Risk Assessment and Due Diligence:** Before acquiring properties, HART performs rigorous due diligence to assess the risk profile of each potential investment. This includes evaluating factors such as property condition, tenant quality, lease terms, market dynamics, zoning regulations, environmental considerations, and potential value-add opportunities. **BUY IT RIGHT**
- 4 Acquisition Strategy:** HART employs an acquisition strategy focused on identifying undervalued or underperforming properties with the potential for appreciation and income growth. It may target properties with stable cash flows, long-term lease agreements, and opportunities for strategic improvements or repositioning. **BUY IT RIGHT**
- 5 Portfolio Management and Optimization:** Once properties are acquired, HART actively manages its portfolio to optimize performance and maximize returns. This includes implementing asset management strategies such as lease negotiations, tenant improvements, property renovations, and operational efficiencies to enhance property value and rental income. **FIX IT RIGHT**
- 6 Tenant Diversification and Lease Management:** HART seeks to diversify its tenant base to reduce concentration risk and mitigate vacancy exposure. It may target a mix of national, regional, and local tenants across various industries, ensuring a stable and resilient income stream. HART also monitors lease expirations, renewals, and rental rates to maintain occupancy levels and rental growth. **OWN IT RIGHT**
- 7 Long Term Holdings & Market Response Sales:** HART seeks to hold long term assets while assessing and recognizing market opportunities for high yield returns from asset sales during peak real estate markets. **SELL IT RIGHT**

**INVEST IT RIGHT.**

# H.A.R.T. - INVESTOR FOCUS STRUCTURE

- Target cashflow distribution of **8% per annum, paid monthly**

- **93% Profit Share** after applicable fees

- Trust unit issuance price planned to increase from **\$9 to \$10 over the next year**



Tax Efficient  
Distributions  
(100% Return of  
Capital)



Eligible for investment  
through registered  
accounts (RRSP, TFSA,  
LIRA, etc.)



Monthly  
cashflow plus  
potential for  
growth



Inflation Hedge (Leases  
include provisions for  
annual rent escalation)



Alignment  
(Management is Co-  
investing alongside  
investors)



# H.A.R.T. INVESTMENT FEATURES

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Class A, Series A Trust Units

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Target 8% per annum distribution, paid monthly

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Dividend Reinvestment – Yes, 2% discount through DRIP

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Maximum offering \$25 Million

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Minimum Investment \$5,000 (\$2500 Minimum until Jan 2025)

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Management Fees:

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Administrator Fee = 1.5% of asset per annum

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Incentive Fee = 7% of total profit

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Mortgage Guarantee Fee = 1% of guarantee amount

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Redemption Fees

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Redeemed in year 1 = 10%

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Year 2 = 8%

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Year 3 = 6%

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Year 4 = 4%

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Year 5 = 2%

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Thereafter 0%

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Investors may redeem Units at any time upon written notice to the Trust subject to an annual redemption limit of the greater of \$100,000 or 5% of Trust net asset value

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# Summary of Key Benefits



Monthly  
Cashflow



Potential for  
Growth



Tax Efficient  
Distributions



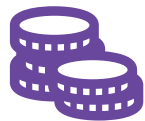
Eligible for investment  
through registered  
accounts (RRSP, TFSA,  
LIRA, etc.)



Diversification through  
exposure to commercial  
and industrial real  
estate



Commercial rents  
provide  
predictable long-  
term income  
streams



Stable cash flow  
streams due to  
long-term leases  
with creditworthy  
tenants



Demand Stability  
(less cyclical compared to  
residential real estate, making  
commercial and industrial  
properties more resilient during  
economic downturns)



Triple Net Leases  
(tenants are responsible for paying property  
taxes, insurance, and maintenance costs in  
addition to rent resulting in lower operating  
expenses and a more predictable income  
stream)

# Pending Acquisition #1



**INVEST IT RIGHT.**

