



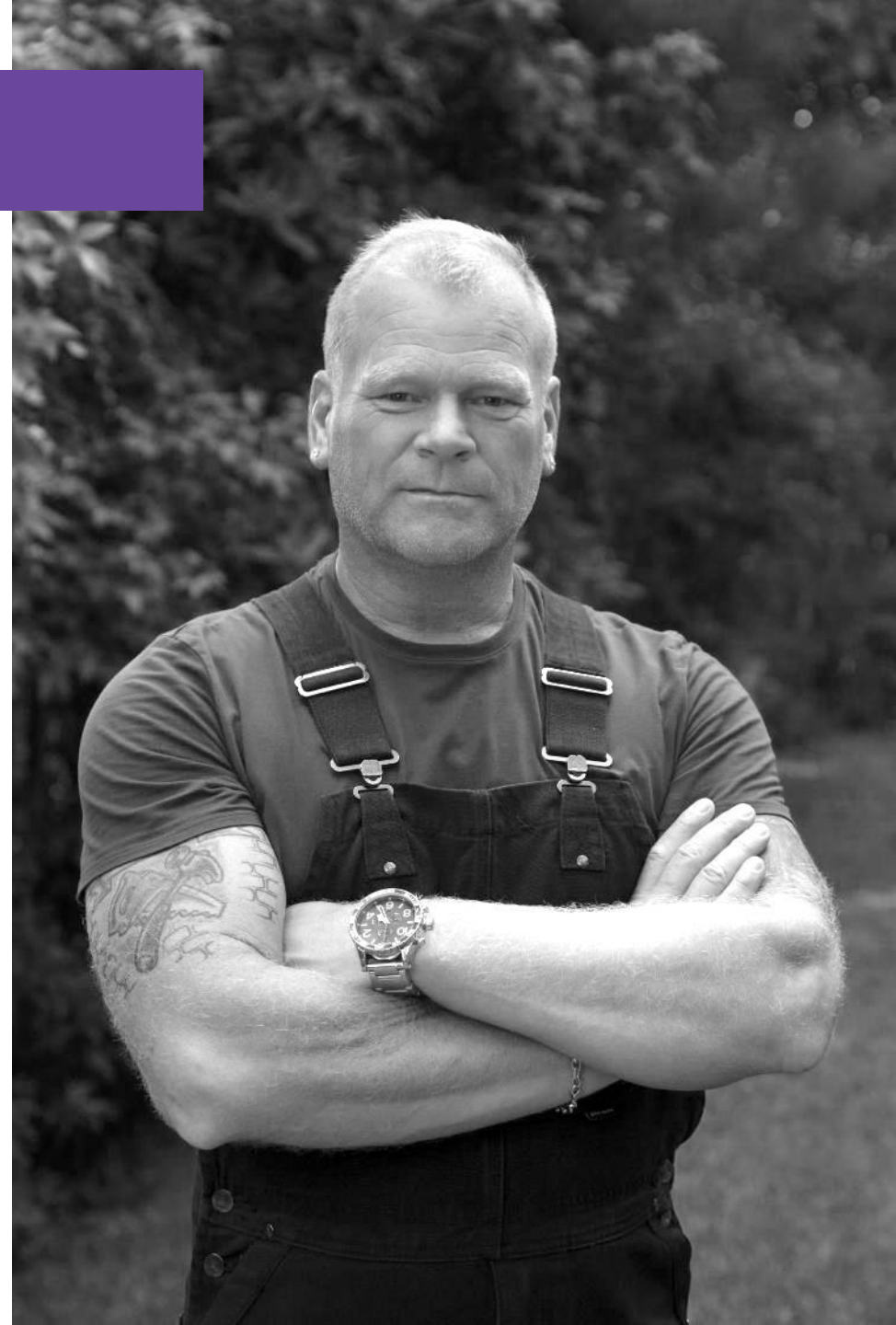
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WHO IS MIKE HOLMES?

- 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

20M+
WEEKLY
IMPRESSIONS

Across all social media platforms

500M+
ANNUAL
IMPRESSIONS

Annual Impressions across all
social media platforms

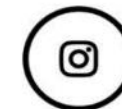
OVER ONE MILLION **ENGAGEMENTS** ON SOCIAL MEDIA
EVERY WEEK



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.

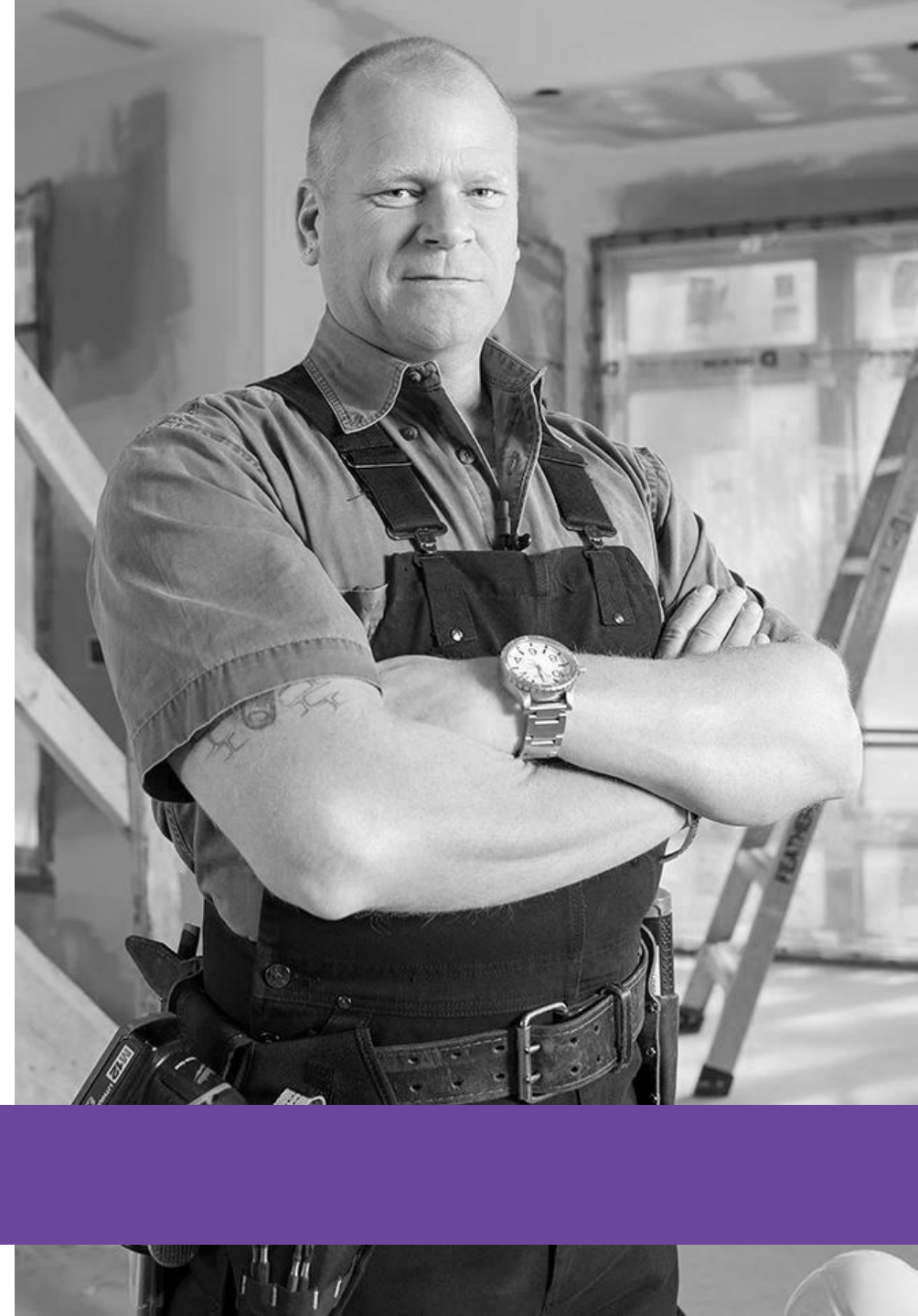
#Holmesretireright, #InvestItRight



Sample QR Code only



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

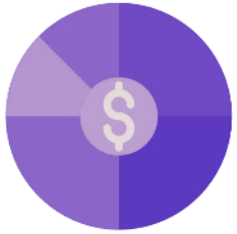
Partner | BLG Law Firm

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

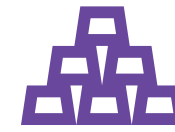
- Target cashflow distribution of **8% per annum, paid monthly**

- **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

Class A, Series A Trust Units

Target 8% per annum distribution, paid monthly

Dividend Reinvestment – Yes, 2% discount through DRIP

Maximum offering \$25 Million

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

Management Fees:

Administrator Fee = 1.5% of asset per annum

Incentive Fee = 7% of total profit

Mortgage Guarantee Fee = 1% of guarantee amount

Redemption Fees

Redeemed in year 1 = 10%

Year 2 = 8%

Year 3 = 6%

Year 4 = 4%

Year 5 = 2%

Thereafter 0%

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

Acquisition #1



Acquisition #1



Type of Property: Commercial Building.

Location: 1210 Broadview Road, Esterhazy, SK

Legal Description: Lot 5, Block H, Plan No. 102164611

Effective Date of Appraisal: July 31, 2024

Date of Inspection: July 31, 2024

Zoning: Commercial

2024 Property Taxes: \$9,984

Site Area: 14,994 sf

Improvements: Built in 2016. 7,616 sf on main level

Highest and Best Use: Current Use

Closed: November, 2024

- Purchase Price: \$640,000.00
- **Appraisal Value: \$723,000.00**
 - **(13% increase over purchase price)**

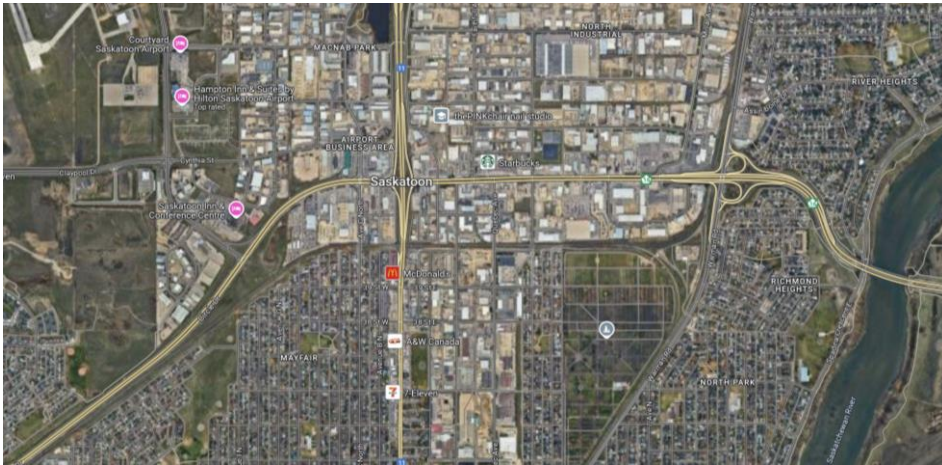
Established Businesses:

Newly signed 5yr and 10 year leases

- **Minor improvements**

INVEST IT RIGHT.

Acquisition #2 Pending



Conditional Offer Accepted: November, 2024

- Purchase Price: \$2,300,000.00
- Target Close Date: Dec 31st, 2024
- **Financing: In process**
- **Appraisal Value: In process**
- **Environmental Phase I: In process**
- **Building Inspection: In process**
- **Anticipated Building Improvements: Approx. \$100K**

Summary of Key Benefits



Monthly
Cashflow



Potential for
Growth



Tax Efficient
Distributions



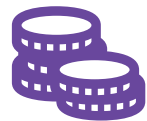
Eligible for investment
through registered
accounts (RRSP, TFSA,
LIRA, etc.)



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)

