



## **HIGH Development Company: An Investor Prospectus**

### **Executive Summary**

Join HIGH Development Company, a proven leader in real estate development and construction, as we expand our footprint across the Western United States. We are a general contractor, home builder, and developer, offering investors streamlined opportunities in both residential and commercial real estate. We leverage decades of experience and a commitment to quality, innovation, and customer satisfaction. This prospectus outlines our strategies to attract investors and partners for our exciting real estate development ventures.

### **Company Description**

Established in 2007, HIGH Development Company has a history of quality construction and development, particularly in the desirable Monterey Peninsula. We have expertise in developing projects both independently and with partners and investors, focusing on both residential and commercial markets. Our primary focus has been on residential luxury spec homes, duplexes, and commercial strip renovations. Now, nearing our 20th year, we're strategically expanding into new markets and diverse project types.

### **Our Vision**

We are expanding beyond single-family homebuilding into mixed-use developments, multifamily housing, and affordable housing projects. We aim for projects that combine innovation, scalability, and a positive impact on communities, such as housing for underserved populations. We are also exploring emerging markets, bringing U.S.-based development expertise to a global scale.

### **Management Team**

Jeremy High, the founder of HIGHCO, has over 20 years of experience in luxury home construction. A resident of Pacific Grove, California, Jeremy's deep connection to the

region has shaped his company's commitment to quality, aesthetics, and innovation.

### **Investment Highlights**

- **Extensive Experience:** Over 20 years of success in residential and commercial projects in California, with expansion throughout the Western United States and Texas.
- **Cost and Budget Control:** We prioritize cost control and budget management, ensuring projects are delivered within financial parameters. We offer a transparent cost-sharing approach and routine updates, keeping investors informed and confident.
- **Error Mitigation:** Meticulous planning and attention to detail minimize errors and rework, saving time and resources.
- **Quality Workmanship:** We deliver exceptional workmanship using skilled craftsmen and proven construction techniques.
- **Durable Materials:** We use durable, high-quality materials to ensure lasting value for our projects.
- **Transparency and Communication:** We maintain open communication with investors, providing routine updates through cloud-based software.
- **Entitlement Expertise:** We possess deep knowledge of the entitlement process, including navigating zoning regulations, permitting, and community considerations, streamlining project timelines.

### **Target Markets and Projects**

Our initial focus is on land development and residential projects, including mixed-use developments and townhouses. We will gradually expand into larger and more complex projects as our experience and financial capacity grow. We focus on areas with high demand such as:

- **Single-Family Homes with ADUs:** High demand in areas with affordability issues or ADU-friendly zoning.
- **Multifamily Residences (2-20 units):** Attractive in urbanizing areas or near universities.
- **Mobile Home Parks:** Demand is growing due to affordability challenges, especially in states with high housing costs.
- **Secondary Cities:** Including Raleigh, Austin, Nashville and Boise, which offer affordable alternatives to major cities.
- **Resort Areas:** Developing condos or short-term rentals in places like Colorado, Lake Tahoe, or Florida beaches.
- **Areas near large employers:** Such as the Amazon distribution center in Salinas,

CA, creating demand for workforce housing, retail, and service-oriented commercial development.

### **Project Types:**

- Residential: We develop luxury spec homes, custom middle-market homes, townhouses, duplexes, and small multi-family projects.
- Commercial: We explore opportunities in multi-family, land development, major/minor subdivisions, industrial projects, adaptive reuse, and renovations.
- Specialized Projects: We are also interested in tiny home villages, modular housing, and sustainable green building.

### **Business Model**

- Residential: Focus on developing townhouses, duplexes, single-family homes, and small multi-family projects (under 5 units). We will offer luxury spec homes and custom middle-market homes.
- Commercial: Explore opportunities in multi-family, land development, major/minor subdivisions, industrial projects, adaptive reuse, and renovations.
- Dual Profit Capture: As a developer and a general contractor, we capture profit from both roles, increasing our overall profit margin.
- Scalability: We plan to expand into larger and more complex projects as we grow our experience and financial capacity.
- Diversification: We balance residential and commercial projects to mitigate risk and provide steady income streams.
- Value Engineering: Explore cost-saving measures without compromising quality.

### **Financial Strategy**

- Cost Control: Our experience as builders allows us to control costs and improve efficiency. We are committed to delivering projects within budget using skilled craftsmen and proven techniques.
- Profitability: We aim for a 20%+ ROI as a builder, and 20%+ as a developer.
- Multiple Financing Options: We will secure funding through hard money lenders, local banks, and private investors. We will also consider joint ventures and other methods to leverage other people's money (OPM).
- Equity Financing: We will raise capital from private investors, joint venture partners, or through crowdfunding platforms.

### **Land Acquisition Strategy**

- MLS: Identify potential development sites listed by real estate agents.

- Direct Outreach: Contact property owners directly, especially those with underutilized or distressed properties.
- Networking: Attend industry events and connect with realtors, land brokers, and other professionals.

## **Step-by-Step Process**

### **We will use the following process for each project:**

- Lot Selection: Research and identify potential lots using online resources and direct outreach. Select the best three lots and finalize one with our team.
- Design and Planning: Design a floor plan and architectural shell that maximizes usable square footage and optimizes cost efficiency.
- Pricing and Financial Analysis: Price the project and evaluate its profitability, ROI, and overall feasibility.
- Refinement and Rendering: Refine the design and create a 3D rendering to present to potential investors.
- Secure Funding: Present the project to hard money lenders, local banks, and institutional investor groups.
- Permitting and Purchase: Develop a permit set and submit the purchase agreement and permit application.
- Project Execution: Manage construction, marketing, and sales to maximize profitability.
- Post-Project Analysis: After project completion, review and improve processes to prepare for the next project.

## **Investment Opportunities**

- Joint Ventures: Partner with us on specific development projects.
- Real Estate Syndication: Pool capital from multiple investors for larger projects.
- Private Lending: Provide short-term loans for real estate investments.

## **Exit Strategies**

- Sell: Sell the developed property for a profit.
- Refinance: Obtain a long-term loan to pay off existing debt and investors.
- Hold and Manage: Retain ownership and manage the property for ongoing rental income.

**We are seeking investors and partners who share our vision for innovative and profitable real estate development. Join us as we shape the future of the communities we serve. Contact us today to discuss potential investment opportunities and learn more about how you can be a part of HIGH Development Company's success.**

Disclaimer

This prospectus is for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy any securities. Investment involves risk.