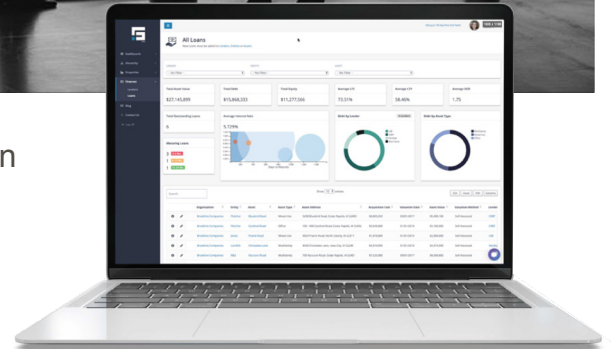


# STRATAFOLIO®

...is a first of its kind **bridge** between robust **accounting** systems and what it takes to manage an active **commercial real estate** portfolio.



STRATAFOLIO is a complete property management solution giving owners total control of their data to analyze trends, automate critical processes, create comprehensive reports, strategically plan, and increase profitability.



**A cloud-based solution that helps real estate owners in four areas**

## Financial Management

- Consolidated view of your entire portfolio's financials
- Spot trends and patterns in your data
- 1- click sharing of information for personal financial statements

## Asset Management

- Unify all your properties under one umbrella
- Consolidated view of asset value
- Track purchase dates and prices

## Operations Management

- Track upcoming lease escalations
- Ability to produce a rent roll
- Manage work orders and maintenance requests
- CAM Reconciliation

## Investor Management

- Share investor login and eliminate the need for mailed reports
- Track cash-on-cash return across multiple investments over any timeline
- Create confidence with real-time information

**Your data has meaning. Spend less time manually recompiling data and more time using it to drive real results**

319.213.3092 | [support@stratafolio.com](mailto:support@stratafolio.com) | 415 12<sup>th</sup> Ave SE, Cedar Rapids, IA 52401

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# Financial Management



## Real-time Access Anywhere, Anytime

STRATAFOLIO provides easy access to financial reports including a cash flow report, outstanding debt, asset value, and other metrics to help you drive your organization.

- Access a global portfolio view or drill into a single company
- Real-time access to current debt, equity and other loan metrics
- Gain powerful insights on company performance
- Exportable format that can be easily shared
- Answer questions for lenders and investors in seconds



**Lender Confidence = Lower Interest Rates**

## Cash Flow Report

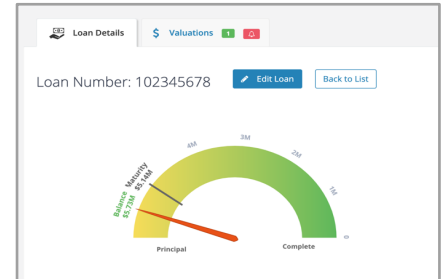
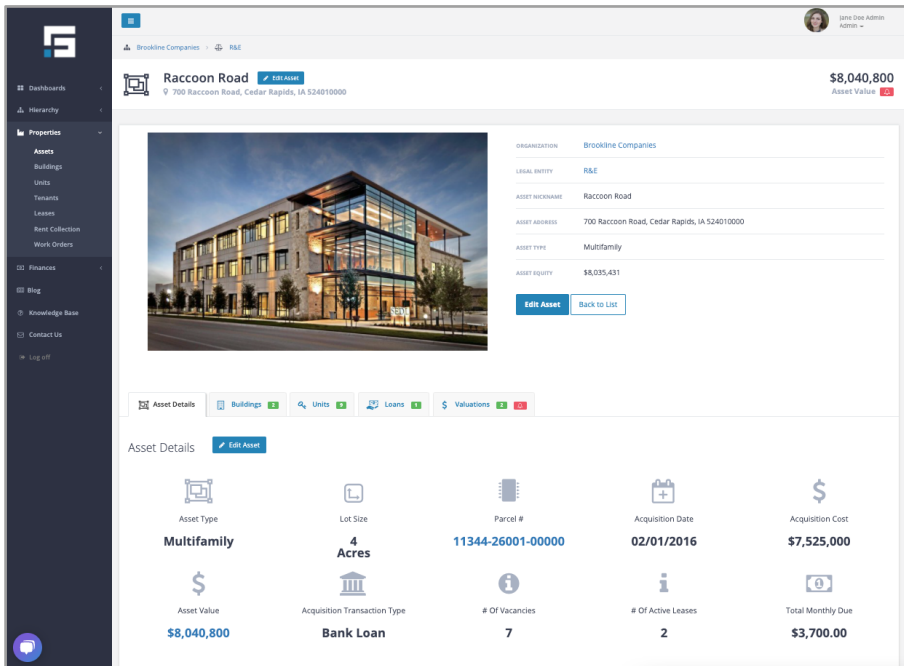
YTD

	1/1/2019 – 12/31/2019	1/1/2020 – 12/31/2020
<b>Operating Income</b>		
Rental Income	\$1,524,669	\$1,618,692
CAM Income/Expense Recovery	\$1,502,750	\$1,585,864
Other Income	\$7,926	\$6,702
<b>Total Operating Income</b>	<b>\$3,035,345</b>	<b>\$3,211,259</b>
<b>Operating Expenses</b>		
Insurance	\$164,561	\$181,108
Management Fees	\$49,368	\$54,332
Service Contracts	\$82,280	\$90,554
Real Estate Taxes	\$115,192	\$126,776
Repairs & Maintenance	\$810,409	\$897,208
Utilities	\$164,876	\$175,726
Other Operating Expenses	\$239,358	\$262,803
<b>Total Operating Expenses</b>	<b>\$1,626,045</b>	<b>\$1,788,511</b>
<b>Overhead Expenses</b>		
Administrative	\$16,898	\$19,393
Advertising	\$32,912	\$36,222
Payroll	\$37,893	\$42,632
Other Overhead Expenses	\$17,085	\$19,452
<b>Total Overhead Expenses</b>	<b>\$104,787</b>	<b>\$117,700</b>
<b>Total Expenses</b>	<b>\$1,730,832</b>	<b>\$1,906,211</b>
<b>Net Operating Income</b>	<b>\$1,304,513</b>	<b>\$1,305,049</b>
<b>Debt Service</b>		
Principal	\$755,639	\$781,443
Interest	-\$6	-\$6
Loan Fees	\$0	\$0
<b>Total Debt Service</b>	<b>\$755,633</b>	<b>\$781,438</b>
<b>Other Non-Operating Expenses</b>		
Capital Expenditures	\$37,893	\$42,632
Misc Non-Operating Expenses	\$18,946	\$21,316
<b>Total Other Non-Operating Expenses</b>	<b>\$56,838</b>	<b>\$63,948</b>
<b>Cash Flow</b>	<b>\$492,041</b>	<b>\$459,662</b>

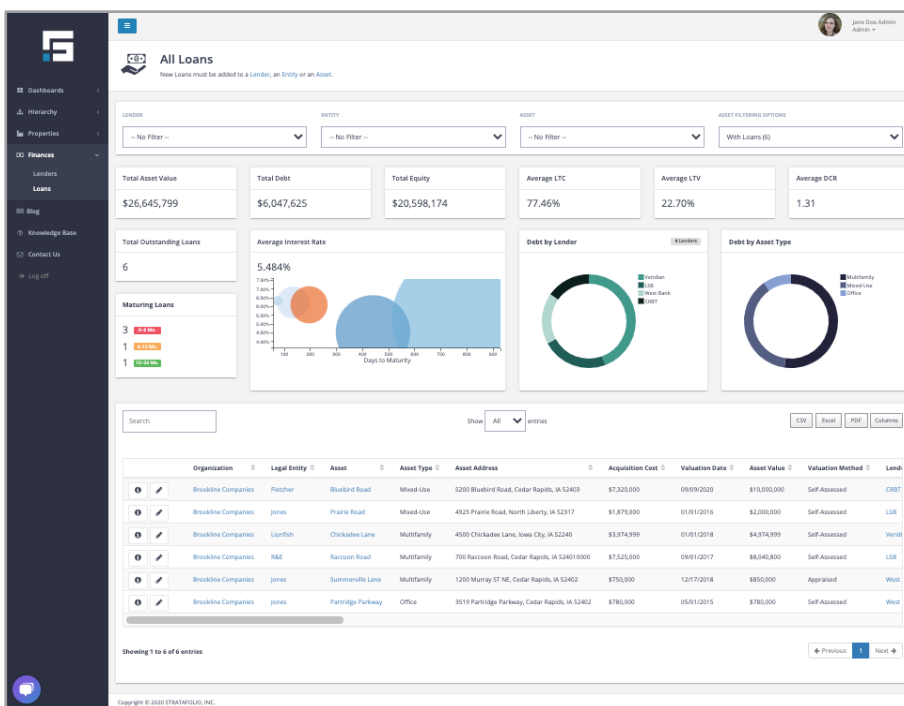
# Asset Management

## Centralized Hub for Your Real Estate Portfolio

STRATAFOLIO is a cloud-based tool made specifically for people who own or manage real estate to help you track all your real estate assets in a single location.



- Monitor performance of every asset in your portfolio and gain insights
- Support 12 different asset classes to fit your needs
- Keep your vital asset details at your fingertips, so your entire team can work as one and avoid lost time searching for data
- Gain a clear and concise view of your entire organization



*Uncover  
Meaningful  
Insights  
With a  
Global View*

# Operations Management

## One Stop Shop To Manage Your Entire Operation

Let's face it. While QuickBooks, is a great accounting system, it lacks the ability to manage the operational side of your business. STRATAFOLIO has you covered. We provide you the tools you need to be able to automate, and painlessly run your business with minimal effort, so you get the best of both worlds.

- Automated alerts and notifications for lease endings, escalations, loan renewals, and more
- ACH capabilities to speed up rent collection
- Add unlimited users to promote collaboration across your entire team
- Securely upload and store important documents
- Easily create your invoices with current lease rates and CAM for all your tenants, at once in STRATAFOLIO
- Manage all your work orders to understand workflow and problem areas in your organization

***2 out of every  
3 companies  
are missing  
lease revenue  
opportunities***






The screenshot displays the STRATAFOLIO web application interface. On the left is a dark sidebar with navigation links: Dashboards, Hierarchy, Properties (Assets, Buildings, Units, Tenants, Leases, Rent Collection, Work Orders), Finances, Blog, Knowledge Base, Contact Us, and Log off. The main content area shows the user 'Jane Doe Admin' at the top right. Below the navigation, the breadcrumb trail is 'Brookline Companies > Fletcher'. The main header displays 'Bluebird Road > 5200 Bluebird Road' and '5200 Bluebird Road, Unit B' with an 'Edit Lease' button. The tenant is listed as 'Family Dentist'. A green 'Occupied' status badge is present, along with 'Total Monthly Due \$13,935.50' and 'Lease Term 9/1/2018 - 12/31/2024'. A horizontal menu contains various modules with counts: Lease Abstract, Units (1), Contacts (2), Tenants (1), Lease Rates (6), Op-Exp (2), Invoices (29), Payments (23), and Files (3). The 'Lease Abstract' section is active, showing a table with lease details:

TENANTS	Family Dentist	LEASE TERM	9/1/2018 - 12/31/2024	SECURITY DEPOSIT	\$5,000.00
UNIT #	B	DAYS FOR RENEWAL ALERT	300	FINAL INSPECTION CHARGES	
RENTABLE SQ FT IN LEASE	6,500	GRACE PERIOD (DAYS)	5	REFUNDED SECURITY DEPOSIT	
LEASE STATUS	Occupied	LEASE RENEWAL STATUS		SECURITY DEPOSIT LIABILITY	\$5,000.00
LEASE TYPE	NNN	LEASE RENEWAL NOTES		LEASE CLOSING NOTES	

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***On Average, Companies Using STRATAFOLIO  
Eliminate 80% of Wasted Time and Effort***

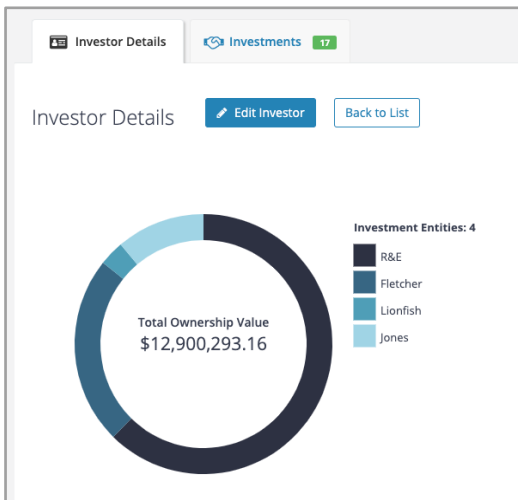
# Investor Management

Investor	Ownership Percentage
 Louis Winthorpe	40%
 Mortimer Duke	20%
 Fletcher	15%
 Jane Doe	5%
 Bud Fox	20%

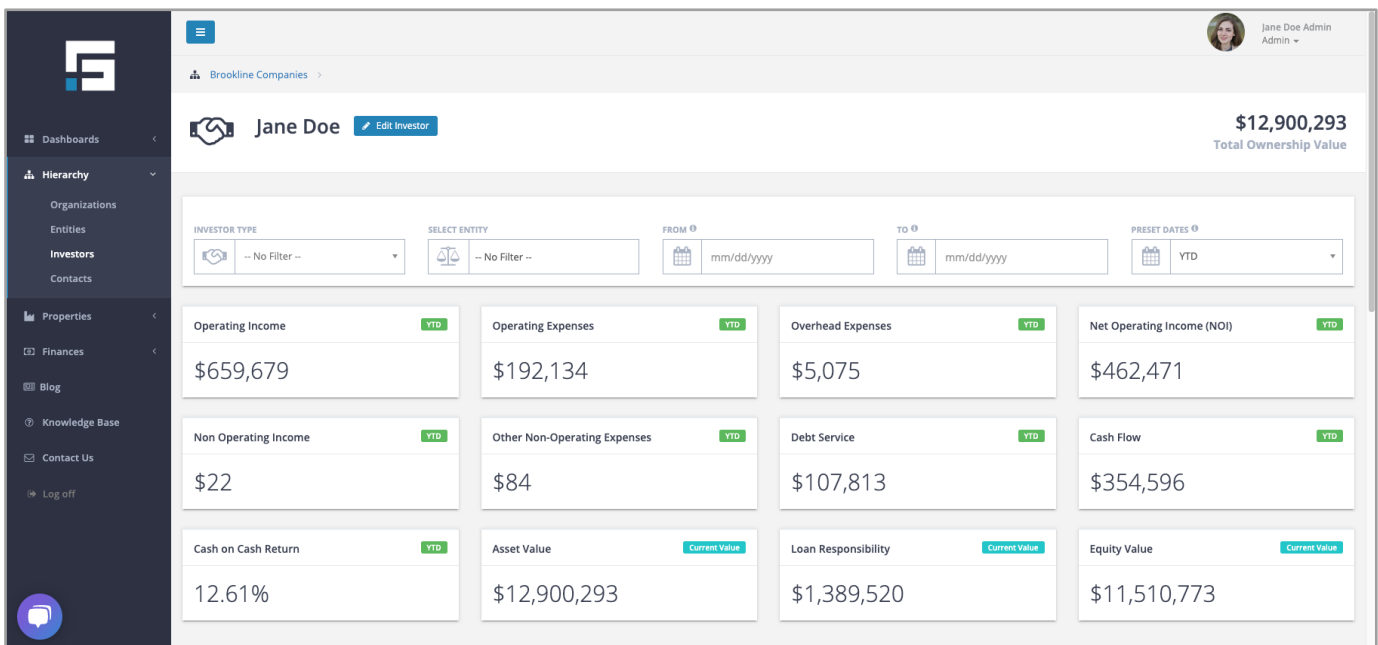
## Create Confidence With Your Partners

By providing your investors quick answers to their questions, you are building trust with them every day. If you don't want to be emailing information to them, no problem, STRATAFOLIO has a solution for you. We provide an investor login and portal so your investors gain quick access to their investments.

- Investor login capability to eliminate the need to mail reports
- Ability to look at cash-on-cash return across multiple timelines
- Track every investor within your portfolio
- Easily exportable information that can be shared with lenders and investors
- Graphical representation of data to accommodate all investor types



**Schedule a Demo Today to Talk Through Your Specific Situation**







## Full-Service Onboarding



From our initial kickoff meeting until our final audit, STRATAFOLIO's expert onboarding team takes the lead on getting your data properly entered and displayed the way it works for your business.

**We Are Your Partners From The Beginning, Helping Every Step Of The Way**

### QuickBooks Integration

- No limit to the number of QuickBooks files/ companies we connect to
- We'll map all your accounts, classes, and properties
- Provide suggestions during the setup based on your organization's goals

### Asset Setup

- Record all of your assets' critical information in a centralized location
- Track your split of asset types to help you understand what is more profitable
- Update all asset values and maintain a current picture of your holdings

### Lease Review

- Review every current lease in your portfolio to track key dates and other important information
- Track all your annual lease escalations to get alerts
- Set up your CAM reconciliations for easy reporting going forward

### Financial Partners Setup

- Record and connect your current loans to get an automated accurate loan balance plus other debt metrics
- Add investor logins to eliminate the need for mailed reports
- Set up loan alerts to receive notifications on maturing loans

**Operate Your Portfolio At Peak Performance**

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