



The EquityKey Home Appreciation Rights Agreement

Moving Beyond Debt Finance in Residential Real Estate

EquityKey Rights Agreement: Share of Appreciation

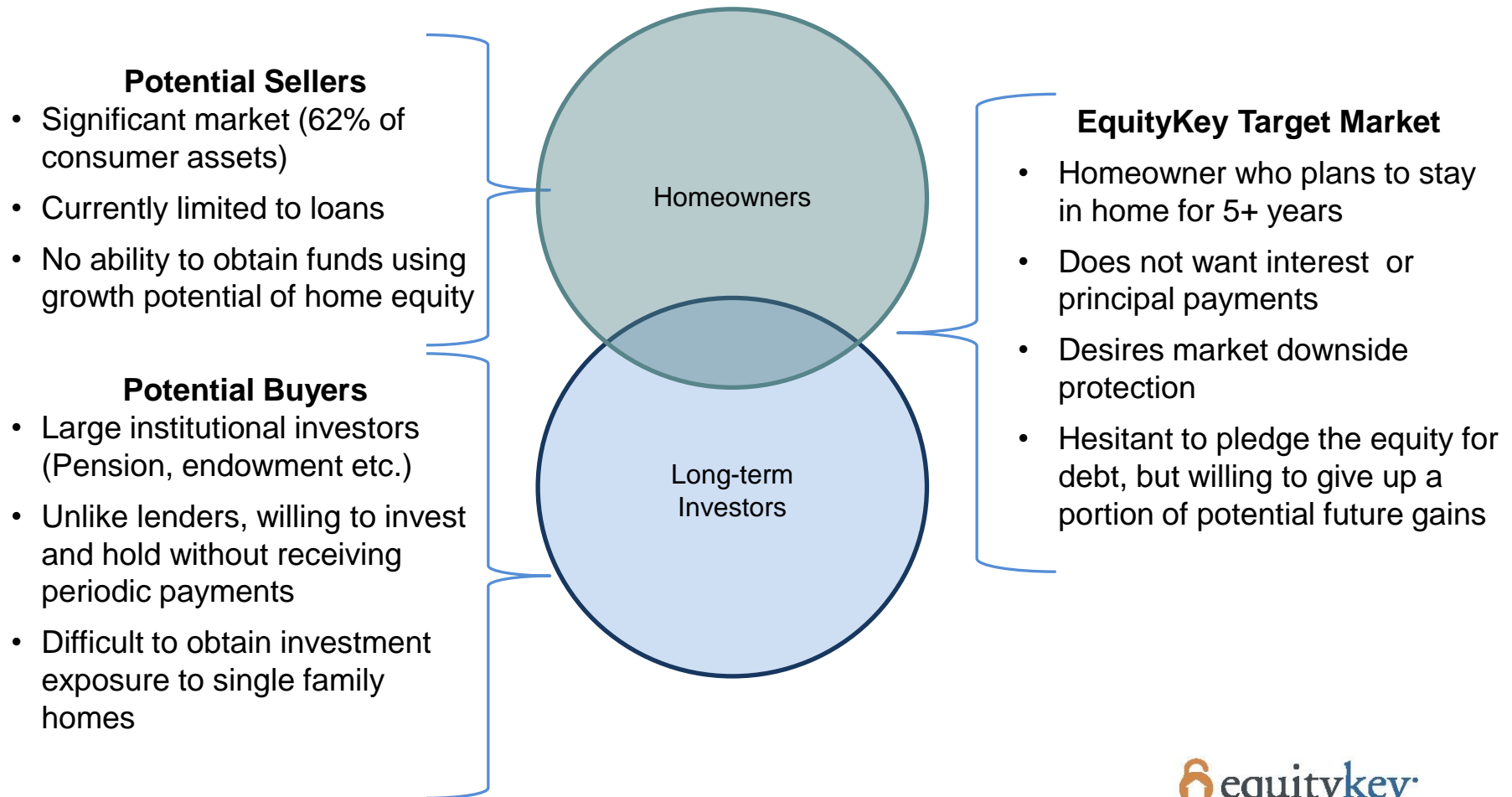
- Homeowners can sell 30%-75% of future property appreciation.
- The EK Agreement is tied to a particular property, secured with a lien on title and has a minimum 7-10 year term.
- Appreciation is measured using the S&P Case-Shiller Index.
- EK realizes appreciation when the homeowner sells or transfers title.
- EK only generates profit on its investment if home prices go up. If prices stay the same, or are lower, EK will make zero profit.

The Benefits of EquityKey

- Home ownership has typically been an “all-in” bet, demanding high degrees of debt leverage.
- Homeowners, using the EquityKey Agreement, can transfer some of the investment interest in their home to an investor, in exchange for tax-deferred cash.
- The patented “EquityKey Rights Agreement” is not a loan. No principal, interest or interim payments are due.
- EquityKey allows homeowners to “unbundle” the utility interest and the investment interest in their properties.
- Allows homeowners to fractionally enter/exit ownership as opposed to “all-or-nothing”

The Market for EquityKey

EquityKey brings equity capital to the residential home finance market.





Homeowner Uses

- Reduce debt
 - » Reduce debt service and improve cash flow
 - » Improve Loan-to-Value ratio offering greater access to preferential mortgage loan rates
- Finance Property Improvements
- Financial Planning
 - » Health Insurance
 - » Education
 - » Charitable Giving Goals
- Retirement and Estate Planning
 - » Income Annuity for Living Expenses
 - » Retirement Community or Long Term Care Program
 - » Tax efficient wealth transfer

An Avenue for Capital Markets

- Single-family detached homes do not have the institutional investment base that commercial and multi-family have:
 - » Difficult to achieve economies of scale in acquisitions and operations
- EquityKey provides a transparent investment:
 - » SFD Real Estate has historically produced single digit average annual returns w/low volatility
 - » Provides long term, mean reverting asset that historically, like all real assets, correlates with inflation



www.equitykey.com