



Southern
Impression
Homes



Inverness Market Report



SUMMARY

Inverness has blossomed into one of Florida's hidden treasures. Located on the scenic Tsala Apopka chain of lakes about an hour or so west of Orlando, Inverness has a bit of anything a resident could want. Tree-lined streets of old Florida homes, a pedestrian friendly down-town anchored by the restored 1912 historic Courthouse, kitschy antique shops and dining fill this charming town.

Inverness is a vibrant and upcoming area located in north central Florida. It offers a diverse mix of prosperous industries. Recreation, tourism, health care, and service-based industries all contribute to Inverness' strong economy. The growth will continue as people and businesses continue to move into the area.

Florida's Turnpike Enterprise, part of the Florida Department of Transportation, has proposed the expansion of the Florida Turnpike through Citrus County. Citrus County will become easily accessible leading to more traffic through the area and increasing the County's exposure.

7,578

Population

3,657

Households

1.94

Avg Size
Household

55.2

Median
Age

\$45,758

Median
Household Income

\$186,829

Median
Home Value

42

Wealth
Index

99

Housing
Affordability

40

Diversity
Index

LOCATION



World Equestrian Center

shopping

scenic views

Offering beautiful rolling hills, various outdoor amenities, and one of the world's largest equestrian centers, this area has everything needed to make it a great area for real estate investing. There are several state parks offering boat tours, camping sites, horseback riding, picnic areas, and much more! In addition to all these amenities, you are close to numerous natural springs and golf courses. Additionally, there is a large retail sector here including some of the most popular stores and brands. All these features make this an attractive market for tenants to live and work, making it a great place to invest in real estate!

LOCATION



Inverness, about 40 miles southwest of Ocala, is bordered by forests and lakes, and the area's natural resources have been protected and managed to provide a wealth of outdoor opportunities for family enjoyment. Pet-friendly Fort Cooper State Park is home to 710 acres for fishing, swimming, sunbathing, youth camping, canoeing, hiking, boat tours, and nature viewing. Race fans will love the Citrus County Speedway and its figure-eight racecourse. Golf and county clubs, full-service resorts, riverside inns, campgrounds, and bed and breakfasts all contribute to Inverness' growing economy.



POPULATION TRENDS AND KEY INDICATORS

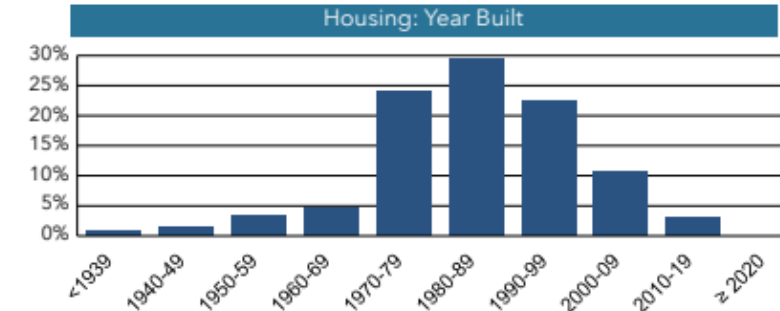
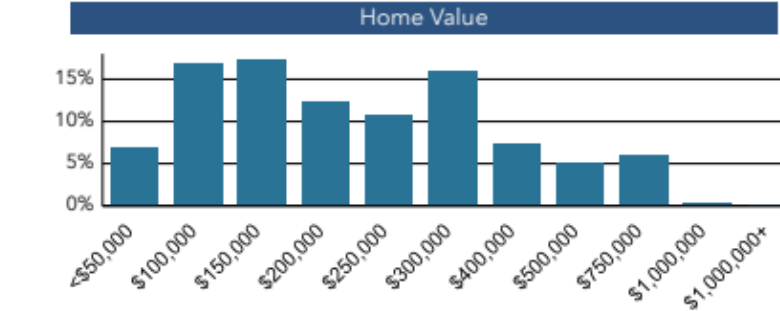
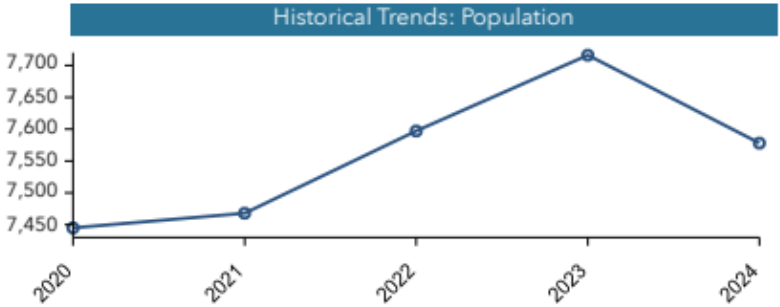
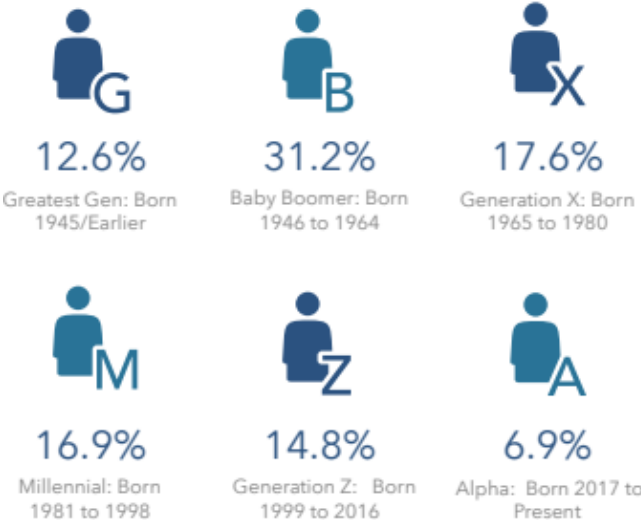
About 25.6% of Inverness residents are renters. This makes it easy to see why many investors would be interested in the housing market in Inverness.

The trend in the Inverness real estate market is affordability. Affordable investment opportunities are a staple of many Florida markets, but it is particularly true with the Inverness housing forecast. Your return on investment will continue to increase over the time that you buy and hold your properties.

MORTGAGE INDICATORS



POPULATION BY GENERATION

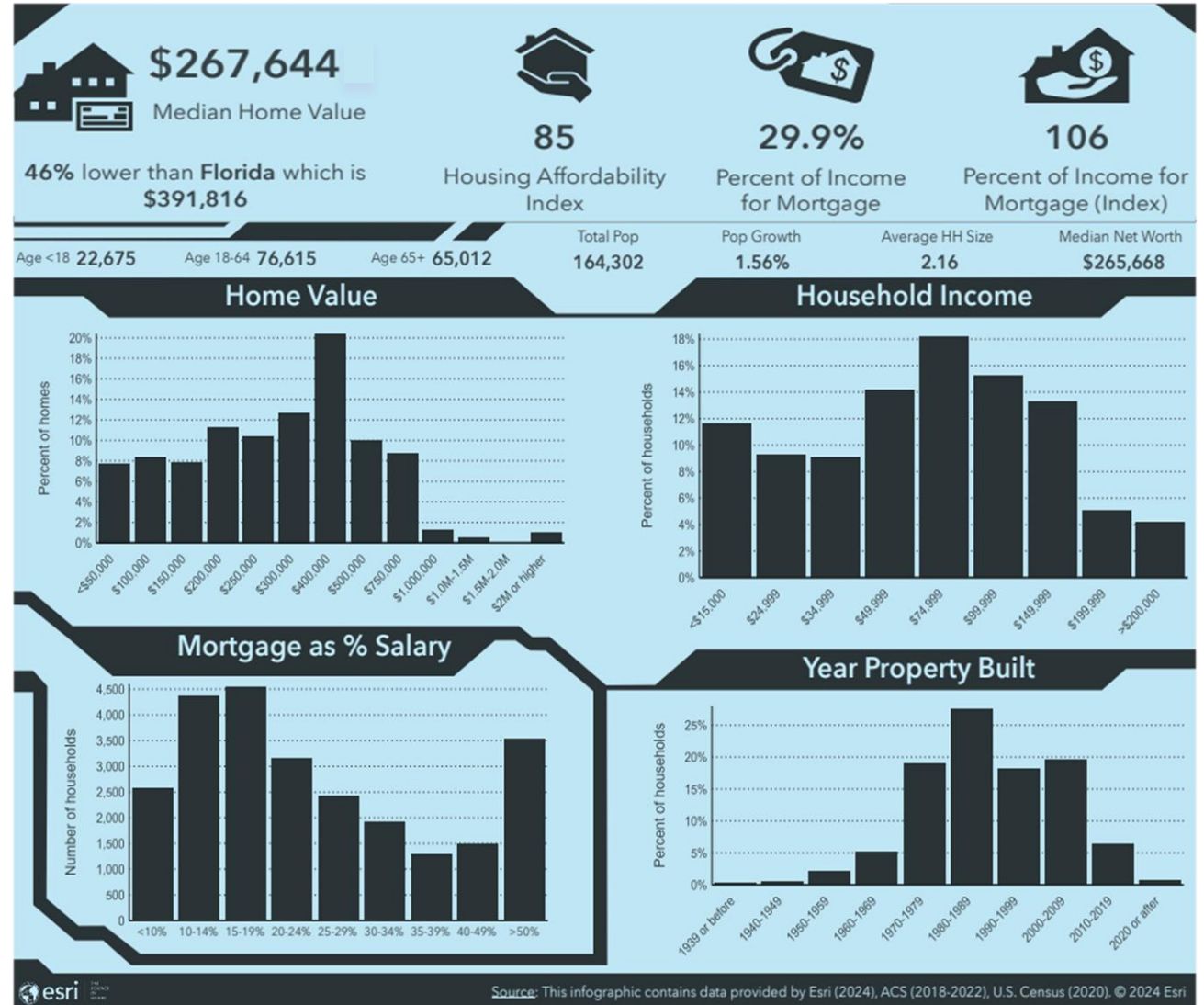


esri THE SCIENCE OF WHERE Source: This infographic contains data provided by Esri (2024), ACS (2018-2022).

HOUSING MARKET

The housing market in Citrus County, is characterized by a mix of affordability and demand. As of 2024, the median home price is approximately \$270,000, reflecting a steady increase over recent years. While home prices are rising, they remain below the state average, making the county attractive for retirees and those seeking more affordable housing. This affordability is especially attractive for retirees or young professionals who may not be ready to commit to homeownership. Rental demand is growing and comprises 22% of the housing market (Redfin)(DataUSA).

The market is driven by its proximity to natural attractions like the Gulf of Mexico, springs, and wildlife preserves, appealing to buyers and renters looking for a peaceful, rural lifestyle.



EMPLOYMENT GROWTH

Inverness has seen significant employment growth due to several key factors:

Healthcare Expansion: Inverness has experienced significant growth in the healthcare and social assistance sectors. The demand for healthcare services, has led to job creation in hospitals, nursing homes, and outpatient care centers.

Tourism and Recreation: Inverness is a gateway to natural attractions like the Withlacoochee State Trail and numerous lakes, which has spurred tourism-related jobs. This includes hospitality, recreation, and retail positions catering to visitors.

Manufacturing and Logistics: Inverness benefits from its proximity to major transportation routes, making it an attractive location for light manufacturing and logistics operations. These sectors have provided a steady source of employment (Redfin)(Movoto).

Government and Education: Local government and public education systems contribute to stable job growth, providing positions in administrative roles, public works, law enforcement, and education. With schools and government services needing to support a growing population, these areas remain a vital source of employment (DataUSA).

Agriculture: Historically, a major industry in Citrus County, agriculture remains a significant employer, especially in citrus farming, cattle ranching, and nurseries. The agricultural sector continues to adapt to modern practices, creating opportunities in both traditional farming and agribusiness (DataUSA).

These factors collectively contribute to Inverness's employment growth, making it an increasingly attractive location for both workers and businesses.

EMPLOYMENT OPPORTUNITIES

Employment in Inverness has been steadily growing, driven by a combination of factors. The healthcare sector is a major employer with hospitals, outpatient clinics, and assisted living facilities expanding. Tourism and recreation also play a significant role, thanks to attractions like the Withlacoochee State Trail and local lakes, supporting jobs in hospitality, retail, and recreational services. Real estate development has seen a boom as more people relocate to Inverness for its affordability and small-town appeal, spurring job growth in construction and related industries. Additionally, Inverness benefits from light manufacturing and logistics, capitalizing on its strategic location near major transportation routes (Redfin)(Movoto).

Citrus County has a longstanding agricultural base, particularly in citrus farming and cattle ranching, which continues to provide jobs in both traditional farming and agribusiness. These industries, alongside stable employment in government and education, make Citrus County a promising area for a range of job opportunities (Redfin)(DataUSA).



HCA Florida Citrus Hospital



HEALTH CARE



Inverness has several hospitals and healthcare facilities that serve the local community.

HCA Florida Citrus Hospital: This is a 204-bed acute care hospital offering a wide range of services including 24/7 emergency care, a Heart and Vascular Center, Orthopedics and Spine Center, Women's Services, robotic surgery, and oncology services.

Nature Coast Healthcare: They provide comprehensive primary care and wellness services with a patient-centered approach. Their team includes doctors of osteopathic medicine, family nurse practitioners, and advanced nurse practitioners.

EliteCare Health Centers: They offer primary care services with a focus on senior health and wellness.

FLORIDA

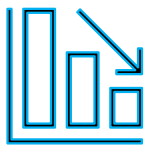
Florida remains one of the world's strongest economies, with an annual GDP of nearly \$1.3 trillion. Florida continues to lead the nation in new business formations, with more than 3 million formed since 2019 and over 266,000 formed already in 2024.

POPULATION GROWTH



Florida's population is estimated to grow by 225,000 to 275,000 net new residents in 2024. The state is projected to have a population of 22.73 million in 2024, making it the third most populous state in the US.

UNEMPLOYMENT RATE: 3.3%



Florida's statewide unemployment rate was 3.3 percent in May 2024—unchanged from April 2024—and 0.7 percentage points below the national rate, which increased to 4 percent. Florida's statewide unemployment rate has remained lower than the national rate for 43 consecutive months.

JOB SECTOR 2.2%

Florida's private sector job growth rate continues to surpass the national rate, with a 2.2 percent increase (+192,000) compared to the national private sector job growth rate of 1.6 percent. In May 2024, the construction sector gained the most jobs among all major industries, adding 5,500 jobs (+0.8 percent) from the previous month. This was followed by the education and health services sector, adding 2,700 jobs (+0.2 percent).

BUILD-TO-RENT IS LOW RISK AND FLEXIBLE



Residential supply has been primarily concentrated in urban cores and remains limited and often restricted in high-demand suburban areas. A seasoned and meticulous developer is essential for securing the necessary development approval plans.

Build-to-Rent rents fluctuate less than commercial properties given their short-term leases.



Short-term leases and diversified tenant occupancy reduce the risk of dependency on a single tenant, positively affecting the property's performance and decreasing investment risk compared to other income-producing real estate options.

An unprecedented amount of capital is flooding into the Build-to-Rent sub-sector, making it one of the most liquid and sought-after real estate asset classes.



Due to short-term leases, Build-to-Rent quickly responds to positive market forces, significantly accelerating recovery from any potential downturn effects.

BUILD TO RENT (BTR)

Target Tenant

The property will cater to the workforce sector, including young families, move-up families, individuals undergoing life transitions, empty nesters, and professional millennials. Workforce housing, as defined internally, refers to housing that is affordable for families with incomes at 120% of the County's area median income, adjusted by household size, as reported by the Florida State Housing Initiatives Partnership (SHIP) Program.

Strong Rent Growth

120% AMI is expected to continue to grow

Recession Resistant

The need for housing affordability amplifies during economic turmoil.

Steady Demand

Strong and growing employment foundation.

Low Vacancy Rates

Given the housing high demand, vacancy rates are lower.

Continued Demand

Florida's infrastructure enhancements are attracting diverse employment hubs, from manufacturing and logistics to healthcare facilities. As businesses relocate and expand in Florida, the demand for workforce housing remains crucial. The Infrastructure Improvement and Jobs Act will boost interconnectivity among Central Florida's suburban submarkets, further supporting this growth.

Reliable Cash Flows

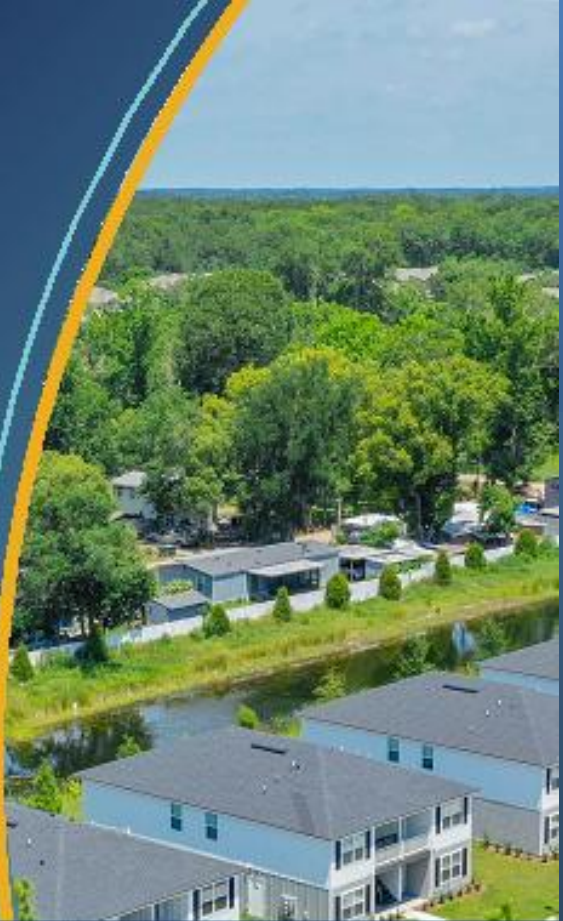
Tenant mix tends to have stable, long-term employment.

Low Tenant Turnover

Affordability, community comfort, and moving costs reduce the likelihood of tenant relocation.

Housing Demand

Due to the recent passing of the SB-102 Live Local Act, which promotes affordable and workforce housing development through tax incentives, Florida is experiencing significant net migration and job growth. However, the supply of workforce and affordable housing is not meeting the high demand in the state.



CORPORATE OVERVIEW

June 21, 2024





About Us

Southern Impression Homes specializes in the construction of quality BTR residential housing projects across Florida and other Southern States. We focus on areas characterized by population growth, economic expansion, affordability, and desirability. Our strategic approach ensures that we cater to regions where the demand for housing is high, driven by positive demographic and economic trends.

Our Focus/Markets

We are committed to operating in markets that exhibit robust long-term growth. Our selection criteria include regions with sound, pro-business legislation that supports overall economic development. This strategy allows us to consistently deliver value and meet the housing needs of growing communities. Florida and Texas are prime examples of markets where our expertise and strategic vision align perfectly with local economic dynamics.

Our Achievements

To date, Southern Impression Homes has successfully delivered over 8,000 homes. These projects have been completed in collaboration with our valued partners and clients, reinforcing our reputation for quality, reliability, and customer satisfaction. Our housing developments span various cities throughout Florida, Atlanta and Savannah Georgia as well as Dallas Texas.

- **Gainesville**
- **Jacksonville**
- **Palm Coast**
- **St. Augustine**
- **Daytona**
- **Palm Bay**
- **Ocala**
- **Citrus**
- **Inverness**
- **Homosassa**
- **Orlando**
- **Auburndale**
- **Wildwood**
- **Tampa**
- **Hudson**
- **Sarasota**
- **Cape Coral**
- **Port Charlotte**
- **Punta Gorda**
- **Englewood**
- **Lehigh Acres**



Our Achievements



Strategic Acquisition

In a strategic move to further enhance our growth and capabilities, Southern Impression Homes has been acquired by Sumitomo Forestry. Sumitomo Forestry is a 320-year-old Japanese organization that is publicly traded on the Tokyo Stock Exchange. This acquisition marks a significant milestone in our journey, enabling Southern Impression to leverage Sumitomo Forestry's extensive resources, global network, and industry expertise to deliver even greater value to our clients and partners. Sumitomo Forestry's commitment to innovation and sustainable development aligns perfectly with our mission, ensuring continued success and expansion in our targeted markets.



Why Choose Us

At Southern Impression Homes, we are dedicated to shaping vibrant, thriving communities by providing exceptional housing solutions. Our continued growth and success, now bolstered by Sumitomo's support, are a testament to our strategic vision and unwavering commitment to quality.



Quality Construction

Our commitment to building high-quality residential projects ensures superior living experiences.



Proven Track Record

Over 8,000 homes delivered, demonstrating our capability and reliability in the industry.



Enhanced Capabilities

The acquisition by Sumitomo Forestry brings immense resources, innovation, and a global perspective to our operations.



Stability & Speed

Our affiliation with Sumitomo Forestry allows Southern Impression to continue to operate as a nimble private home builder with the financial stability of a publicly traded company.

Leadership



Chris Funk

President and Founder

Driven by the need to provide superior service and profitable investments for his clients, Chris founded Southern Impression Homes. Chris developed a comprehensive marketing plan, established loyal strategic partnerships, and spearheaded the formation of multiple real estate ventures. Today, Southern Impression Homes offers vertically integrated real estate solutions ranging from land acquisitions, land entitlement, land development, home building, property management and title services. Chris holds a business management degree from St. Augustine's Flagler College.



Bill Mazar

Vice President of Operations

Dynamic and results-driven Vice President of Operations with extensive experience in the real estate industry. Expert in residential home sales operations and real estate project management, with a proven track record in contract review and negotiation, ensuring optimal terms and compliance with industry standards. Adept at workforce planning and mentoring, fostering a productive and motivated team environment. Experienced in cross-functional collaboration and process and change management, facilitating seamless operations and continuous improvement. Committed to driving business success through innovative solutions and strategic vision. Bill graduated from Penn State and has worked with NVR, Beazer Homes and Invitation Homes.



Leslie Adamson

CFO

Experienced and results-oriented Chief Financial Officer (CFO) with a strong background in residential real estate. Expert in financial management and strategic planning, ensuring the financial health and growth of the organization. Proficient in contract review and negotiation, securing favorable terms and maintaining compliance with industry standards. Demonstrated leadership in workforce planning and mentoring, fostering a skilled and motivated finance team. Leslie is a Graduate of Central Washington.

Leadership



John McDaniel

Director of Construction

Accomplished and strategic Vice President of Construction with extensive experience in managing large-scale residential and commercial projects. Expert in overseeing construction operations, ensuring timely and within-budget completion of projects. Proficient in contract review and negotiation, securing favorable terms and maintaining compliance with industry standards. Demonstrated leadership in workforce planning and mentoring, fostering a skilled and motivated team environment.



Thomas Spiess

Director of Sales

A seasoned professional with extensive experience in residential home sales operations and real estate project management. Proficient in contract review and negotiation, ensuring favorable terms and compliance with industry standards. Demonstrated expertise in workforce planning and mentoring, fostering a productive and motivated team environment. Thomas worked for Pulte Homes, Dream Finders and attended Bergen County College.



Becky House

VP of Sun Coast Property Management

As the Vice President of Property Management, Becky has a proven track record of optimizing property operations, enhancing tenant satisfaction, and driving financial performance. Becky is adept at strategic planning, team leadership, and implementing innovative solutions to complex property management challenges. Becky's extensive experience and dedication to excellence make her a key asset in the property management industry, where she continues to drive success and innovation. Becky attended the University of North Florida.

Leadership



Jim Sheils

Partner

Jim Sheils is a full-time real estate investor for over twenty-two years, completing over 2,000 acquisitions and rehabs. After his start in Bakersfield CA, he came to Florida to follow the long-term growth patterns he was seeing predicted for the southeastern United States.

In 2022, after over \$300 million in deals together, Jim came on as a full partner in SI Homes. This dynamic partnership has enabled him to better develop key initiatives and relationships with both clients and strategic partners.

In addition to real estate, Jim is co-founder of the company 18 Summers and #1 Wall Street Journal best-selling author of the popular book "The Family Board Meeting". His family talks have been delivered on stages worldwide and are a matching core value for our team and many of our clients.



Michael Flynn

Controller

As a Controller, Mike Flynn is responsible for overseeing the financial operations of the organization. His role involves ensuring accurate financial reporting, maintaining robust internal controls, and providing strategic financial insights to support decision-making processes. Mike has worked in such notable firms as Regency Centers and Dream Finder Homes. Mike is a graduate of the University of North Florida.



Kelly Treadaway

Director of Marketing and Leasing & HOA Liaison

As the Director of Marketing and Leasing & HOA Liaison for Sun Coast Property Management, Kelly leads the marketing and leasing efforts for the company's property management portfolio while serving as the primary point of contact for Homeowners Associations (HOAs). Kelly executes comprehensive marketing strategies, managing leasing operations, and fostering positive relationships with HOA boards and members.