



# urban power

CONNECTIONS, LLC


*Investor Pitch Deck*



# WHAT CONCERN ARE WE SOLVING?

*Urban communities are being  
gentrified.*

The fund serves as a vehicle for investors, community advocates, and local citizens of Killeen and surrounding areas to mitigate gentrification and improve the quality of life for current residents in the Central Texas area. Through community revitalization efforts targeting distressed properties, Urban Power Connections has led the effort to turn dilapidated properties into income producing assets that generate tax revenue for the city of Killeen. These efforts will generate the critical capital required to fulfill funding for larger initiatives that will attract, sustain and grow black-owned business in the area.





A photograph of two young girls walking away from the camera on a wooden boardwalk. The girl on the left is wearing a white dress with a colorful butterfly pattern and has her hair in braids with white bows. The girl on the right is wearing a dark dress with a colorful pattern and has her hair in braids with pink bows. They are walking through a lush green field with various plants and trees in the background. A semi-transparent dark circle is overlaid on the right side of the image, containing the text.

# WHY DOES IT MATTER TO US?

*It hits home.*

We think of this as our "Community 401K" generational wealth building vehicle. The future of our fund is galvanized by the energy of the people who support it. We foresee the same reach and competitive advantage that major metropolitan areas have harnessed for their communities and in the cities we intend to develop. Our projected success makes way for the opportunity to provide educational, social justice, and even more economic development for our communities and the preceding generations.



A large, bold, dark blue number "\$17.2" is the central focus of the left side of the image. It is set against a white background with two large, light gray circular shapes on either side, partially visible.

Billion is generated yearly through  
crowdfunding in North America.

## OUR MISSION

*Making investing a social cause.*

We aim to modernize and progress the experience of buying and selling real estate by cultivating a spirit of collaboration, innovation, and integrity in the inner city areas of Central Texas. Our goal is to foster a culture of partnership across the urban community in which all partners and listings are represented in a cooperative environment by all its agents.





*Incremental growth of*

**\$89.72 BILLION**

*in the next five years in the real estate crowdfunding industry*





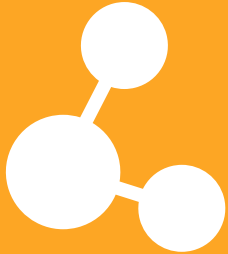
*Initial investor capital in our fund exceeds*

# \$20 THOUSAND

*plus over 3,000 hours of sweat equity*



## WHAT IS IMPORTANT TO US?



### **BUILDING RELATIONSHIPS**

We have strong bonds with  
industry and market  
professionals.



### **ALTERNATIVE RESOURCES**

We utilize conservative and direct  
resources effectively.



### **NETWORKING ECOSYSTEMS**

We synergize our resources an  
information within our  
community.

# **WE ARE BACKED BY THE MOVEMENT**



**Buy The Block allows investors to make debt or equity investments in opportunities that were historically difficult to access. Thanks to the Regulation Crowdfunding rules promulgated by the SEC under the JOBS Act, Buy the Block created the Urban Power Connections community revolving around its web-based investment platform. It presents an opportunity to invest with other connected investors, and provides the added benefit of giving each investor individual ownership in the “block.”**





**WHERE ARE WE?**

# **URBAN POWER**

**Our fund is headed by a group of industry professionals, community activists, and home-grown citizens of the local area. As people of color, we see what happens when the original citizens and culture of our hometowns are pushed out and revamped to fit the non-minority, upper-middle class taste. Fortunately, we are here to change that narrative.**



# MEET OUR LEADER VICTOR VINZIAN

Victor Vinziant is a proven real estate expert, short-term rental professional, Army Veteran and businessman. Since 2009, Victor has overseen the purchase, renovation, and property management of a 4-plex, duplex, and single-family homes in the Central Texas area. He was able to effectively accomplish these tasks while serving multiple combat tours to Iraq as a soldier, and multiple tours to Afghanistan as a private civilian intelligence contractor. His primary education in real estate is based on firsthand experience, networking and a personal motivation for obtaining an optimal quality of life. He's also a published author of two bestselling books and has a passion for becoming a public speaker in the future. His motivation to obtain investment property is rooted in obtaining financial flexibility and economic freedom. He's motivated to teach others about harnessing their own resources to do the same. He's a local inspiration and an advocate for the importance of ob-

-taining individual financial freedom in order to help your own community. His experience in managing his own real estate portfolio while showing other veterans that they can do the same with their resources is a testament to his desire to be part of community building. His charismatic leadership style coupled with his military experience evokes both confidence and integrity which are key components in being successful in the conduct of business. After nearly a decade of success, he was inspired to show others how to enter into the residential and commercial real estate industry. This led him to join UPC, and help to develop it into the force it is today. Currently, renovations are underway at UPC's second multi-family complex and are scheduled to be completed April 2020. The West Adams Initiative is set in the west side of the city of Temple, TX and is geared to be a major asset to UPC with Victor heading the charge.



A portrait of Michelle Finley, a woman with dark curly hair, smiling. She is wearing a grey blazer over a red patterned top and a matching red scarf. She is also wearing a silver watch on her left wrist. The background is a blurred office setting.

# MEET OUR FINANCE EXPERT MICHELLE FINLEY

Michelle (Michelle The Money Maven) Finley is a Commercial Mortgage Broker, Direct Lender, and Entrepreneur who partners with Real Estate Investors, Mortgage Brokers, and other Entrepreneurs to grow their real estate investment portfolios. Her efforts to help entrepreneurs result in exponential growth with her client's base, and their exposure to opportunities in the real estate industry. After her time in the Marine Corps, Michelle had some tough decisions to make about her career and the direction it would take. Naturally, she chose sales and marketing and worked with Tony Robbins, one of the biggest names in personal development. Her marketing campaign experience with Tony Robbins helped fuel her desire to become a real estate entrepreneur. Following the 2008 housing market crash, Michelle reinvented herself and

created an organization capable of assisting homeowners in avoiding foreclosure. Her problem-solving skills and financial savvy proved to be vital to those people who could have lost their homes. Michelle is truly an advocate for the hardworking common citizen when it comes to financial matters. She utilizes her financial talents to close loans for her clients and in her businesses. She knows business is about how well you connect with the heart-beating people that she serves. Michelle has landed coverage in print and broadcast outlets, and was featured regularly on local radio. In addition to her extensive sales, marketing, and mortgage experience, she is a licensed Realtor. Michelle holds a Bachelors of Science in Administration from Central Michigan University and MSA in Leadership Graduate studies at Central Michigan University as well.



# MEET OUR FOUNDER REGIIS JONES

His experience in managing construction projects ensures that his projects are built on time and within proper regulations. Regiis' charismatic leadership style and get-it-done-right attitude results in profitable developments across his areas of operation. He has now been inspired to show others how to enter into the real estate industry. This led him to develop Urban Power Connections, a for-profit investment real estate group that operates in Central Texas. In 2018, as UPC stepped into commercial real estate, it hits first multi-family home located in Killeen, Texas. Renovations of this six-unit facility were completed in October 2019 and currently generates a monthly income of \$3,000. Currently, renovations are underway at UPC's second multi-family complex and scheduled to be completed April 2020. Regiis will oversee the Vista Oaks initiative which is currently a long term rental that will be converted to a mixed-use venue & Airbnb and a short term

rental property in July 2020. Regiis Jones is a proven real estate expert, construction professional, and businessman. Since 2012, He has overseen the purchase, renovation and resale of over 70 single-family residential homes in the Central Texas area. His background is comprised of sixteen-years experience in commercial construction and strong work ethic which have enabled him to lead his family-owned and operated business, TR3 Construction. Regiis holds a BS from Texas State University in Industrial Construction Technology. He has worked for Archer Western Construction, LLC since 2004. He has worked with this national construction company as a Project Engineer and Project Superintendent. Currently, Regiis holds a position as a Senior Estimator and his passion for home rehabs is a symbiotic relationship of talents that lead to cost effective budgets for every project he's managed.



The background of the slide is a photograph of a construction site. A large red and white tower crane is the central focus, extending from the bottom right towards the top left. The crane's lattice boom is white, and its tower is red. The name 'SARPHAN FINANS' is written vertically in white on the red tower. At the top of the crane, there are logos for 'EMEX' and 'SARPHAN'. Below the crane, a multi-story building is under construction, showing concrete frames and yellow scaffolding. In the background, a city skyline with various apartment buildings is visible under a blue sky with some clouds. A dark blue semi-circular graphic element is on the left side, containing the text.

# OUR PROJECTS

*2020 campaign initiatives*

- **KILLEEN/FT HOOD OPPORTUNITY ZONES & REVITALIZATION**
- **UPC VISTA MIXED-USE VENUE/AIRBNB – JULY 2020**
- **UPC ADAMS MIXED-USE VENUE/AIRBNB – FALL 2020**





# THE VISTA OAKS INITIATIVE

By winter of 2020, the property located at 13406 Vista Oaks Drive address will be transformed to a mixed-use venue Airbnb estate. The four bedroom, 4,143-sqft property is contained on 2 acres and is complete with a 600sq ft garage apartment. The projected occupancy rate on this property is at 52% promising a daily revenue average of \$425. As an unbranded long-term rental property, it currently generates \$3,310 monthly.





## THE VISTA OAKS INITIATIVE

The Greater Austin area has experienced tremendous growth in the past decade. The property is located in Cedar Park which is only a short drive north from the Austin area. Cedar park, one of the fastest growing cities in America, is one of Austin's largest suburbs. The suburban community of Cedar Park is also in close proximity to Indigo Ridge, a 155-acre mixed-use development located a few miles to east of Cedar Park's downtown core at the intersection of Whitestone Boulevard and County Road 175. This development is 6 miles away from Vista Oaks Drive.







## THE WEST ADAMS INITIATIVE

The 3409 West Adams Avenue residence boasts a two-acre lot connecting a 2,415 square foot single family residence. It is conveniently positioned less than three miles from highway I-35 which provides northbound access to Waco (1hr away) and Dallas (2hr away). It's also situated north of Austin (1hr south) and San Antonio (2hrs south).

The project is also in the position to create synergy with Drayton McLane, as his home is across the street. Drayton McLane Jr is one of Forbes 400 list among the richest American billionaire businessman. He is also chairman of the McLane Group, a holding company with a portfolio of various enterprises. He was, until 1990, the CEO of the McLane Company, a grocery and food service warehouse, supply, and logistics firm, and was ranked #324 in 2015 with an estimated net worth of \$2 billion.



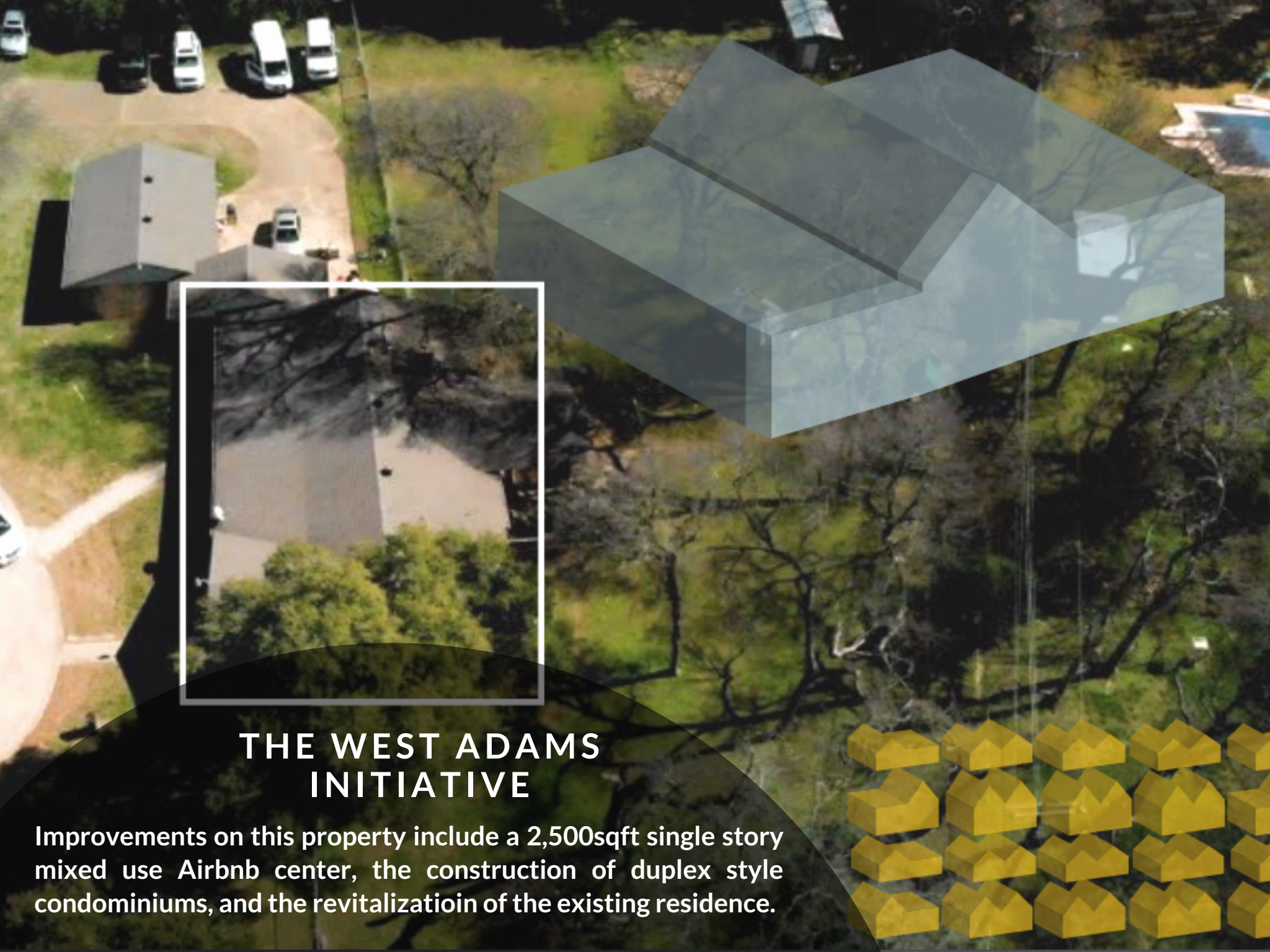
# THE WEST ADAMS INITIATIVE

West Adams project is also in the position to create synergy with Drayton McLane programming and network, as his home is across the street. Drayton McLane Jr. is an American billionaire businessman and chairman of the McLane Group, a holding company with a portfolio of diverse enterprises.

Temple is a small city comparably to an Austin or Dallas, that will experience exponential growth in the upcoming years:

- The US average 3.9% is compared to Temple which has seen the job market increase by 1.9% in 2020 alone.
- Future job growth over the next ten years is predicted to be 37.7%, which is higher than the US average of 33.5% over the same time.
- The current sales tax rate for Temple is 8.3%.





## THE WEST ADAMS INITIATIVE

Improvements on this property include a 2,500sqft single story mixed use Airbnb center, the construction of duplex style condominiums, and the revitalization of the existing residence.




# Airbnb is the future...

- Transforms the traditional rental income producing asset model from long term to short term
- Airbnb hosts could pay **81%** of rent by listing a two bedroom home
- There's a million dollar insurance coverage for an Airbnb host, per listing (ie. property damage, injury, loss of earnings, etc.)
- Cost of renting an average home on Airbnb is cheaper than a single hotel room







With the rapid rate of growth of Airbnb, mainstream hotel bookings should buckle up or they'll face a difficult time competing with the company.

The UPC: Adams & Vista Airbnb initiative will use this model in the construction of the properties mentioned to bring our rental revenue up to a rate of **20%-30%** monthly average compared traditional rental revenue.





**Google search trend shows that Airbnb is already gaining the same attract and frequency as mainstream travel-book and hotel brands, such as Marriott and Expedia.**

**In September of 2019 Airbnb announced it's initial public offering plans, with \$1B in revenue in their second quarter alone. We are prepared to integrate this as incentive for UPC: Adams & Vista investors as well once it becomes available.**





# OUR PROJECTIONS

## **VISTA OAKS**

Purchase Price - \$452,000.00

Appraised Value - \$565,000.00

After Repair Value - \$675,000.00

## **WEST ADAMS**

Purchase Price- \$208,000.00

Appraised Value - \$260,000.00

After Repair Value- \$550,000.00

## HOW DOES IT WORK?

# INVESTMENT BREAKDOWN

### SHARES

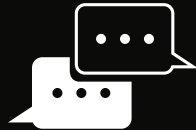
Initial effort is to raise \$1.07M to support the initiative:

- Bronze Investor - 40 shares minimum (common stock)
- Silver Investor - 200 shares minimum (common stock)
- Gold Investor - 400 shares minimum (preferred stock)



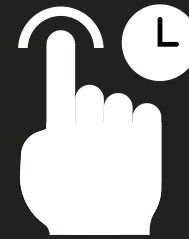
### COMMUNICATION

All legal agents of this fund are available for inquiries, however remember to manage your own risk. Each investment account is personally maintained by you, an individual investor, via our web based platform.



### CROWDFUNDING

We encourage investors to spread the news. The more participation in spreading awareness about this opportunity to build and sustain wealth, the better we can realize and achieve our goals for this fund.

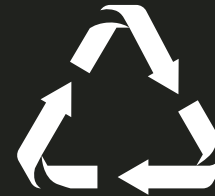


### HOLDING

Invest responsibly, all investments can be risky. The standard holding period for all investments is 12 months. No funds can be withdrawn before this holding period. Dividends disbursed in June and December AFTER holding period ends.

### RETURNS

After the holding period, or once the initial \$1M has been reached, returns will be disbursed as dividends of 8% on your investment and 50% of the total liquidated assets in December and June of 2021. All information is reported during the regular investment reporting period via the online platform.



### SWEAT EQUITY

We are willing to exchange skillsets and completion of labor tasks based on hours worked for shares in this fund. Further development of this initiative is under way!





# INVESTMENT SCOPE & USE OF FUNDS

Urban Power Connections: Vista Adams Initiative plans to raise a total of \$1,070,000 through our offering under Regulation CF, with an initial target raise of \$107,000.

The allocated amounts shown indicate intended use for this fund.

Adams & Vista  
Aquisitons  
**\$608,000**

Airbnb Furnishings  
Vista Rehabilitation  
**\$150,000**

Airbnb Furnishings  
Adams Rehabilitation  
**\$95,000**

Total Raise  
**\$1,070,000**

Maintenance &  
Repairs  
**\$20,000**

Feasibility Studies  
& Desing & Marketing  
**\$30,000**

Cashflow  
Remaining In Escrow  
**\$107,000**

Killeen  
Land & Property  
**\$60,000**

WHAT DO I GET?

# RETURN ON INVESTMENT (ROI)

**8%**

**PREFERRED RETURNS**

**PAID QUARTERLY  
AFTER HOLDING**

**COC RETURNS  
PAID AFTER  
YEAR ONE**

**50%**

**EQUITY SPLIT**

**OF TOTAL NET PROFITS PAID  
AFTER  
LIQUIDATION**



HOW DO MY SHARES CONVERT TO OWNERSHIP?

# SHARE CLASSIFICATION

## BRONZE INVESTOR

### BRONZE INVESTORS

40 share minimum  
common stock  
entitlement

## SILVER INVESTOR

### SILVER INVESTORS

200 share minimum  
common stock  
entitlement

## GOLD INVESTOR

### GOLD INVESTORS

400 share minimum  
preferred stock  
entitlement

**WHAT HAPPENS AFTER HOLDING?**

# **CLOSING**

## **LIQUIDATION**

Once our initial goal of \$107,000 is reached, the funds will be officially released from Buy The Block's holding into the UPC: Adams & Vista fund. This will begin the processes for marketing and breaking the ground toward the initiatives in our portfolio. Based on a tier system, investors will either hold either preferred stock or common stock entitlements.



# OUR FUTURE

## *future campaign initiatives*

- 2021 STRIPMALL & BLACK BUSINESS COLLECTIVE
- 2022 PARTNERSHIP WITH OTHER LOCAL COMMERCIAL PROJECTS
- 2025 FREE INFORMAL TRADE EDUCATION FOR MIDDLE SCHOOL & HIGH SCHOOL STUDENTS
- EXPANSION TO OTHER CITIES IN THE CENTRAL TEXAS AREA





Join us in our mission!

**THANK YOU**

<https://buytheblock.com/campaign/adams-and-vista-airbnb-initiative>

**urban  
power**  
CONNECTIONS, LLC