



A NEW MARKETPLACE:

MINORITY INTEREST MARKET EXCHANGE



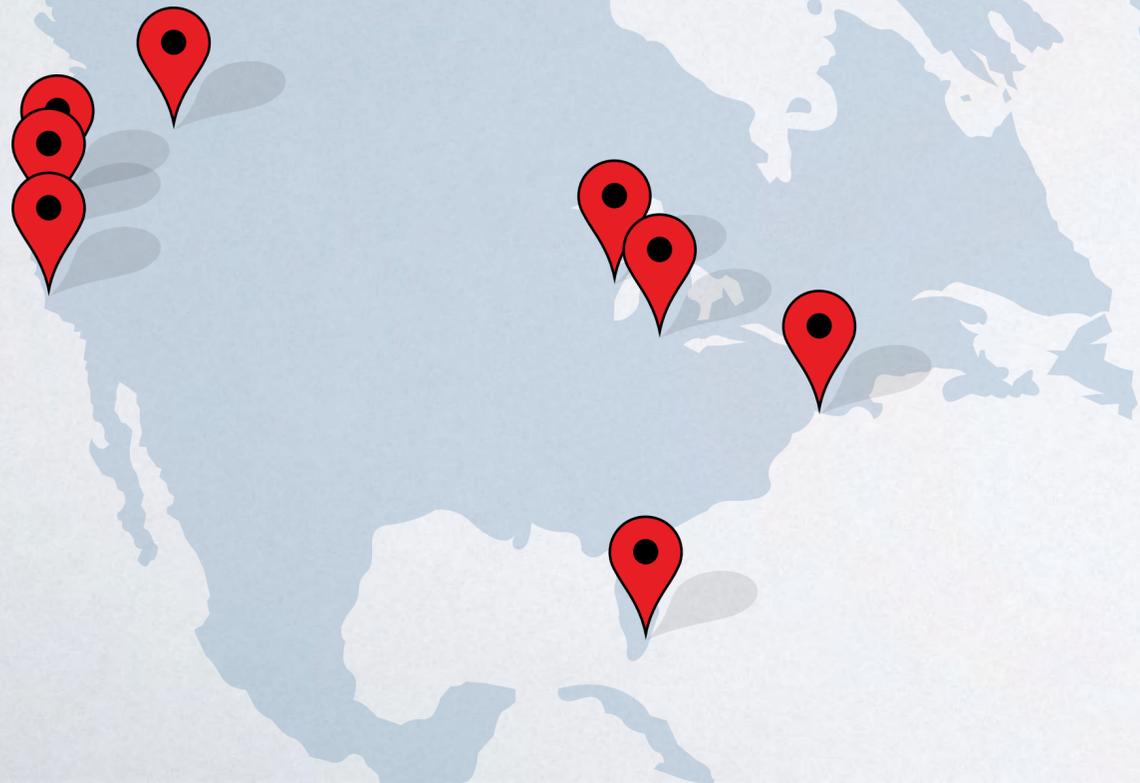
Presented by Todd Wohl, Partner
ASA, BRE, NAA

WHO IS BRAUNCO?

- Founded in 1908; **over a century of experience** providing unique client solutions.

- Office locations throughout the United States.

- Our expertise includes brokerage, Worldbid auctions, valuations, capital acquisitions and more.



BRAUNCO'S EXPERTISE

- Unmatched experience, knowledge and expertise in commercial real estate.
- Clients include CitiGroup, Wells Fargo Trust, McDonalds, Ralph Lauren, U.S. Bankruptcy Court, Shell Oil, Bank of America, Wells Fargo Bank, Ford, U.S. Trust and many more.



- Team of experts specialize across multiple industries and disciplines to provide credentialed service and customized asset solutions for each and every client.
- Credentials include: **CFA, ASA, CVA, CPA, CGREA, FRICS, MAI** and **BRE**.
- Braunco's proprietary Worldbid platforms are a leader in the commercial real estate industry.

WEALTH TRANSFER: AGING POPULATION & WEALTH DISTRIBUTION

- With the size of the world's elderly population increasing rapidly, the growing demographic of wealthy "Baby Boomers" has become a significant driver for the U.S. economy.
- The Baby Boomers comprise the population ages 45-64, and the Greatest Generation is ages 64+
- Baby Boomers currently hold 64% of wealth in the United States*
- **Boomers and The Greatest Generation will transfer an estimated \$12 Trillion worth of assets in the coming years, with a strong percentage of these assets coming from commercial real estate.***
- An immeasurable number of interests will need or required to be sold within the coming years, creating a huge market need for **MIMX** sales.

*Source: WealthManagement.com, Trusts & Estates Division

WHEN SHOULD YOU UTILIZE BRAUN WORLDBID'S **MIMX** SALES PLATFORM?

MIMX = **MINORITY INTEREST MARKET EXCHANGE**

1. There is a need to generate liquidity.
2. A solution to elimination litigation between partners.
3. When beneficiaries are arguing for ownership.
4. "Right of First Refusal" in place.
5. To establish Market Value.
6. To create a transparent, equitable sale process between Buyers and Sellers.

HOW DID BRAUN BECOME THE MARKET-MAKER FOR MIMX SALES?

- Braunco has been known as an expert in the trusts and estate community in the valuation of real estate, business assets, and discount – lack of marketability and control valuations.
- Through our commercial real estate sales and Worldbid auction platforms, we noticed that no market existed for the sale of Partnership & Syndicated Minority Interests.

LAUNCH/CREATION OF MARKET FOR MIMX

- Braunco's team conducted an exhaustive research process for how partnership and syndicated minority interest sales are bought, sold, and marketed.
- Existing process to sell these interests consisted merely of contacting the General Partner or Managing Member and negotiations between these parties would begin.
- **In most situations, the General Partner took advantage of limited options, resulting in a lower sales price and less than desirable terms for the Seller.**

OVERVIEW: THE PROCESS OF SALE

Braunco offers an efficient Process of Sale for MIMX, consisting of the following steps:

ANALYSIS

MARKETING

SALE &
CLOSING

ANALYSIS

Seller to provide information to Braun Worldbid, including:

1

Real Estate Valuation
or Opinion of Value

2

Operating Agreement

3

Financial Information
about the Real Estate

4

Structure of
Partnership

5

CV of General Partner

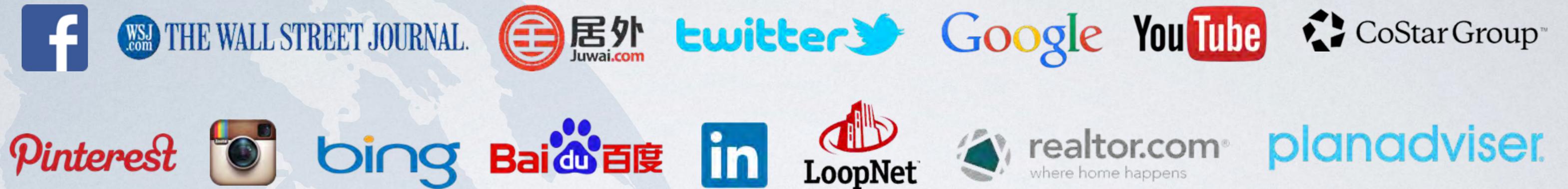
Braunco's expert team reviews the information and provides a recommendation as to the recommended sale process and market value.

ANALYSIS: SALES PRICE

Sale price achieved for the interest is ultimately based on numerous factors, including:

1. Location of the real estate
2. Type of real estate
3. Ownership structure of the entity
4. Credibility of the operating partners
5. Financial Reporting Available
6. Percentage of interest being sold
7. Number of limited partners or members

MARKETING OF MIMX



Braunco's **award-winning marketing department** first isolates a target buyer pool, and then determines optimal ways to reach this international buyer pool through a mix of marketing tactics.

Our bespoke marketing campaigns can include a mix of the following types of media: Digital Advertising, Search Engine Marketing, Search Engine Optimization, Print Media, Social Media, Email Marketing, Telemarketing, Internet Listing Services, and more.

MARKETING OF MIMX

Braunco has a buyer database and resources to locate buyers globally that is unmatched. Our proprietary database include asset investors, private equity firms, real estate investors, wealth advisors, CPA's, attorneys, and more. Our database and contacts span more than 30 countries, spread over five continents.

BRAUN  **MIMX**



SALE AND CLOSING

- Braunco's Worldbid Sale Platforms are chosen and tailored based on the demands and goals of the Sellers and marketplace. Braunco is the only company that can provide this unique expertise and skill set.
- Sales Platforms can include our Worldbid Auction or Brokered Sale Platforms.
- Closing process will consist of a contract between Buyer and Seller which will convey the ownership rights in the interest based upon requirements of the Seller. Braunco recommends that the escrow process be established to manage the transaction.

WORLDBID BROKERAGE PLATFORM

WORLDBID AUCTION PLATFORM

TIMING

Market and sales process can take as long as 12 months.

Date-certain sale. Bids are due on or before a specific date. We generally recommend a 75-day process from start to auction date.
Urgency and competitive bidding will generate demand

PRICE

Market price may or may not be established, depending on the strategy of sale.

Allows the market to speak directly on the price by creating a sense of urgency and awareness for buyers and sellers.

INSPECTION

Buyers can view the property at any time during the marketing period.

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DUE DILIGENCE

Materials are available for review upon receipt of confidentiality agreement.

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QUALIFICATION

Buyer qualifications would include proof of funds, possible lender commitment, verified deposit, and other terms as dictated by the Seller.

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PROCESS

Offers will be negotiated on a first-come, first-serve basis and ultimately put under contract upon receipt of a satisfactory offer.

Bids may be submitted during the marketing period, but are due on or before the auction date in a sealed bid or online format.

CLOSING

A deposit is required to initiate the transaction process. We estimate the average closing period to be 15-30 days.

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SUCCESS

Successful sales include TIC, partnership interests, business interests & syndicated minority interests in commercial real estate. **Interests have been sold for as high as 290% over appraised value.**

ENTITY TYPE	ASSET DESCRIPTION	INTEREST
TIC	Partnership Interest in a \$9.2M industrial building	33.3%
LLC	This entity, with 1400 investors, invested \$149M in USACM as a direct lender. Entity has some miscellaneous financial assets, with the major asset being claims against promoters and others in complex ongoing litigation.	0.77%
LLC	4 real estate projects in Nevada (residential & commercial	0.41%
LLC	77.89 acres in Harris County, TX (16 single-family residential lots)	17.5%
LLC	53 acres of unimproved real property in Apex, NV	9.21%
LLC	523.996 acres in Harris County, TX	25%
LLC	Entity is the sole member of an LLC which owns 1-4 parcels of vacant land in Las Vegas, NV	2.33%
LLC	26 acres of vacant land in Casa Granda, Pinal County, AZ	35.29%

MIMX COMMISSIONS

- The commission will be paid by the Seller, and will range from 5-10% of the Sale Price.
- The range is based on the underlying value of the interest being sold, location of the underlying asset, type of the interest, and the marketing of the interest that is required to ensure maximum sales price.

HOW OUR MIMX PLATFORMS BENEFIT TRUST COMPANIES AND THEIR CLIENTS

- Braun Worldbid provides market and sales solutions where there was previously no solution.
- Ability to convert illiquid asset to cash in a transparent, equitable process, whereby protecting you from your Client.
- Our Market-Maker platforms allow you to point the responsibility of finding the market for these interests to Braunco.



“Braun’s unique approach to marketing and auctioning partnership & minority interests proved to be a winning combination. Braun was able to reach a out to a broad spectrum of bidders, soliciting sealed bids in a two-tier auction process that ultimately generated offers for the investment assets (largely, minority interests in real estate...partnerships) at two to three times initial estimates. The marketing and bidding process at auction was key to the successful resolution.”

James P. Hill | ATTORNEY

GET STARTED TODAY.

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