

Selly Marketing & Promotions

WOODLAND RIDGE APARTMENT HOMES

PARTNERING FOR IMPACT AND GROWTH

7%

PREFERRED
RETURN

2X

EQUITY
MULTIPLIER

18%+

PARTNERSHIP
IRR



ABOUT THE EVENT

DATE: 17 NOV, 2025 - MONDAY

TIME: 7:30 PM - CENTRAL TIME

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YOUR APPOINTMENT](#)**



✱ INVESTMENT OVERVIEW

7% - AVERAGE CASH ON CASH

20-22% - ANNULAIZED RETURN

70 / 30 SPLIT - LP AND GP

6.5% - PURCHASE CAP RATE

6.0% - EXIT CAP RATE

\$3,20,000 - EQUITY RAISE

5 YEARS - HOLDING PERIOD

STRONG PARTNERSHIP FOR GROWTH

Selly Marketing & Promotions has joined hands as a Capital Raiser for the Woodland Ridge Apartment Homes 506(c) syndication.

Together, we aim to help investors take part in a safe, growing, and cash-flowing real estate opportunity.

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4029 Professional Drive, Hope Mills, NC28348



60

Multifamily Units



63,000

Rentable Sq Ft.



1050

Avg Unit Size



1985 / 2004

Year Built



CLASSIC UNITS



RENOVATED UNITS

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PROJECT DETAILS



Property Details

Buildings	6
Stories	3
Market Rent / PSF	\$1,194 / \$1.14sqft
In-Place Rent / PSF	\$1,068 / \$1.02sqft
Occupancy	93%

Construction Details

Framing	Wood Framing
Exterior	Brick
Parking	100
Roof	Pitched - Composition Shingles
Windows	Double-Pane
Balconies	Metal, Concrete Overlay
Foundation	Concrete Slab

Mechanical Details

Electrical Wiring	Copper Wiring
Plumbing/Domestic	Water Copper
Plumbing/Sewer Lines	Cast Iron
Heating	(Electric)
Air Conditioning	(Electric)
Hot Water	(Electric)

INVESTMENT HIGHLIGHTS



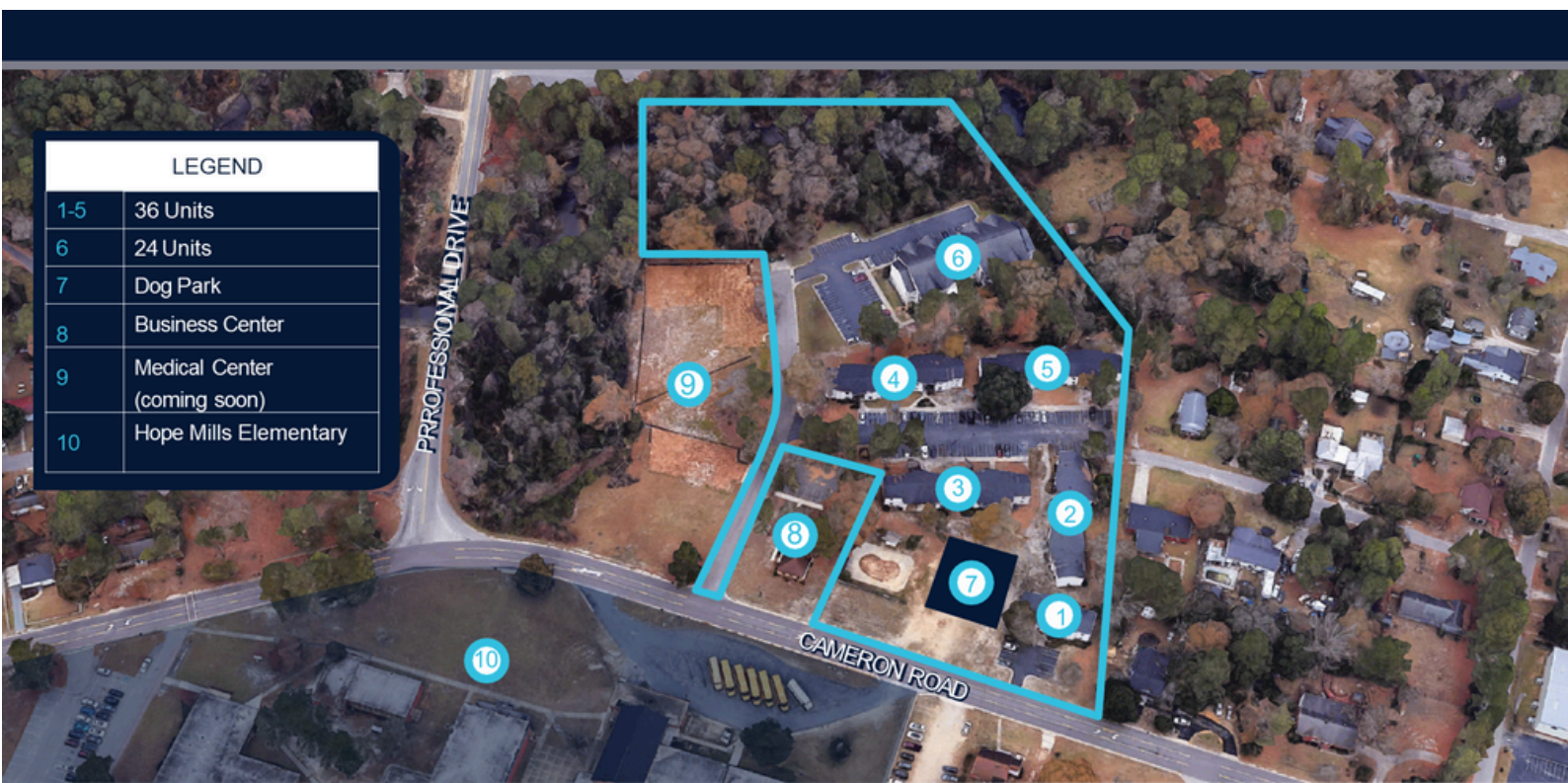
PROVEN VALUE-ADD FRAMEWORK

- Compelling value-add opportunity, benefiting from over \$1 million in strategic interior/exterior renovations completed
- 52 of the 60 units already upgraded
- New roofs and updated HVAC systems
- Occupancy has consistently exceeded 90%
- A structured fee program has created another revenue opportunity
- Woodland Ridge offers both immediate value and long-term growth potential for investors



EXCELLENT MARKET FUNDAMENTALS

- Fayetteville MSA continues to benefit from strong market fundamentals with recession-resistant employment base
- In the past five years: Steady population growth(3%), rent growth(7.9%) and employment growth(4.3%)
- Positioned within a high-demand submarket with limited new supply, with multifamily development at historically low levels with only 72 units currently in the pipeline
- Fort Liberty is a key economic driver for the region, and set to receive over \$84.5 million in infrastructure and personnel support investments



PROJECT SUMMARY

INVESTMENT SUMMARY	
Year Built	1985/2004
Units	60
Buildings	6
Stories	2 and 3
Acreage	6.51
Occupancy (as of 6/2025)	92%
Average Market Rent	\$1,194
Average Rent Roll Rent	\$1,062

HIGHLIGHTS AT A GLANCE:



Proven Value-Add Framework



Strong & Strengthening Market Fundamentals



Supply Constrained Submarket



Well Performing Asset with Rent Growth Potential



Additional Vacant Parcel to Convey with Property



3rd Fastest Growing MSA in the Country



Looking Forward: Continued Infrastructure Investments

7.9%

Average Rent Growth in Hope Mills & Southwest Cumberland County - Last 5 Years

VALUE-ADD UPSIDE



- Average in-place rent at Woodland Ridge: \$1,062.
- Market rents: \$1,200 Presenting a significant opportunity to drive NOI growth.
- Renovations in 52 out of the 60 units complete and supporting rent increases to \$1,194 representing a \$132 premium above in place average rents.
- After the value-add, the asset's T1 annualized monthly NOI has grown by 5.92% compared to the annualized T6 NOI and 10.33%
- A structured fee program for cable, internet/tech, trash, pest control etc. has created another value add opportunity that has recently been implemented and proven to be successful. (See Graph)
- Adding parking space numbers for reserved parking and charging an addition fee if desired for some of the more premium parking spaces



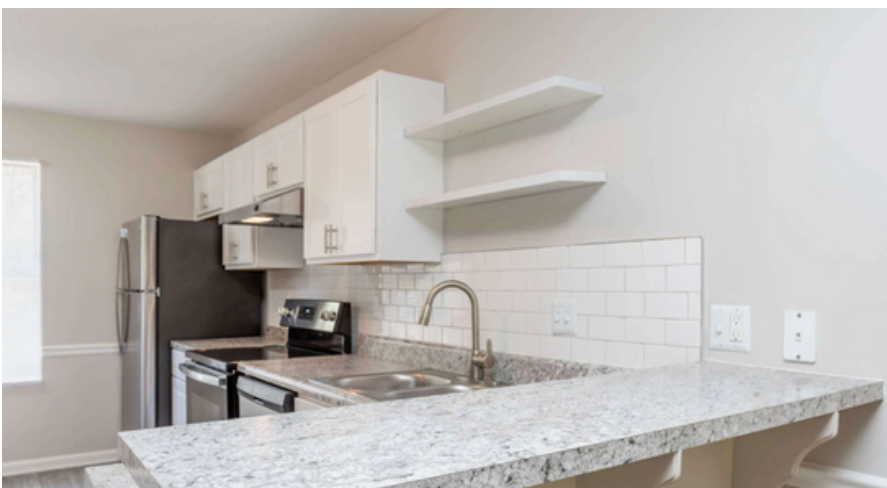
Cable, Internet, Tech, Trash, Pest control



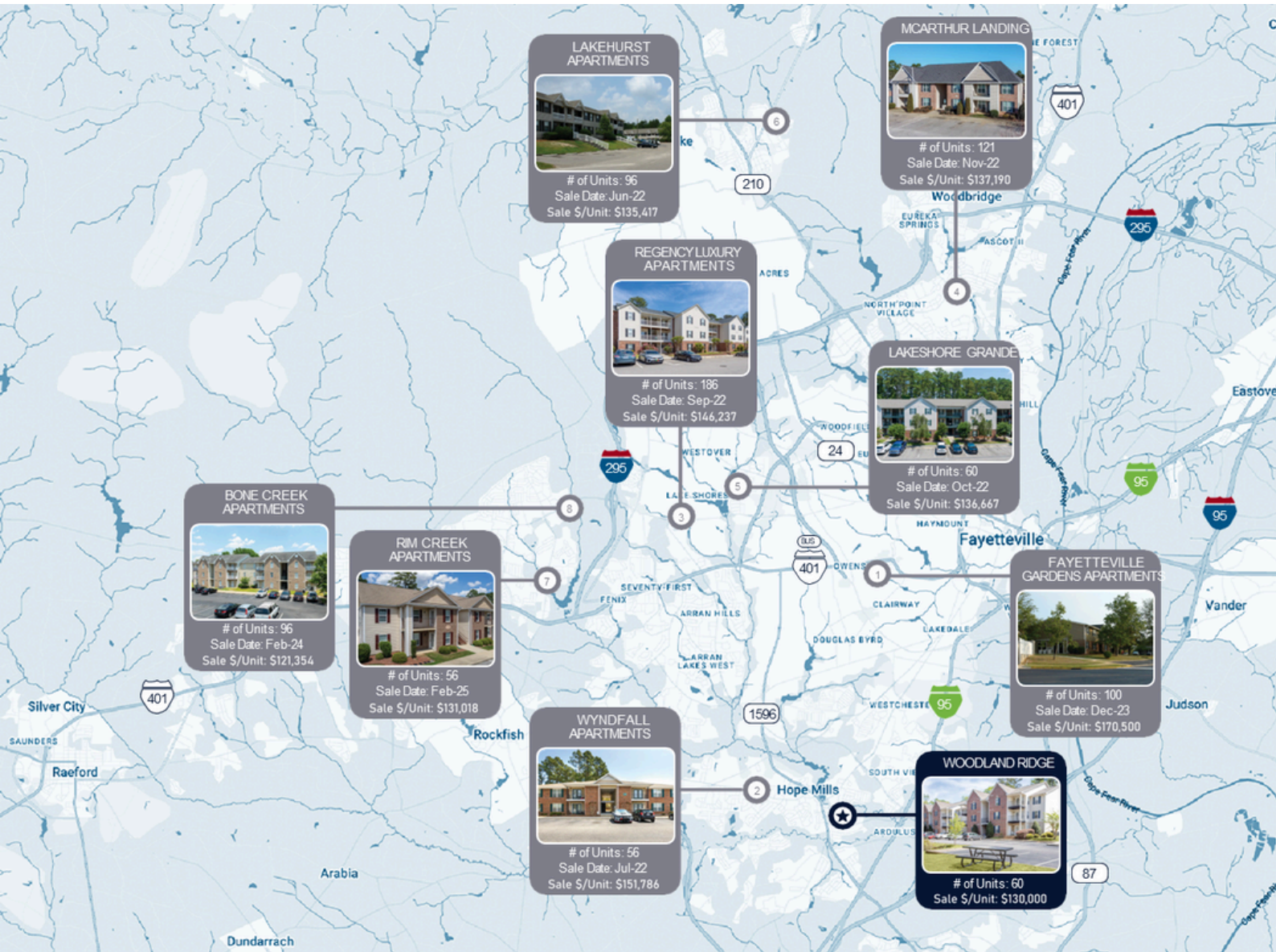
CLASSIC UNITS



RENOVATED UNITS



SALES COMPARABLE MAP

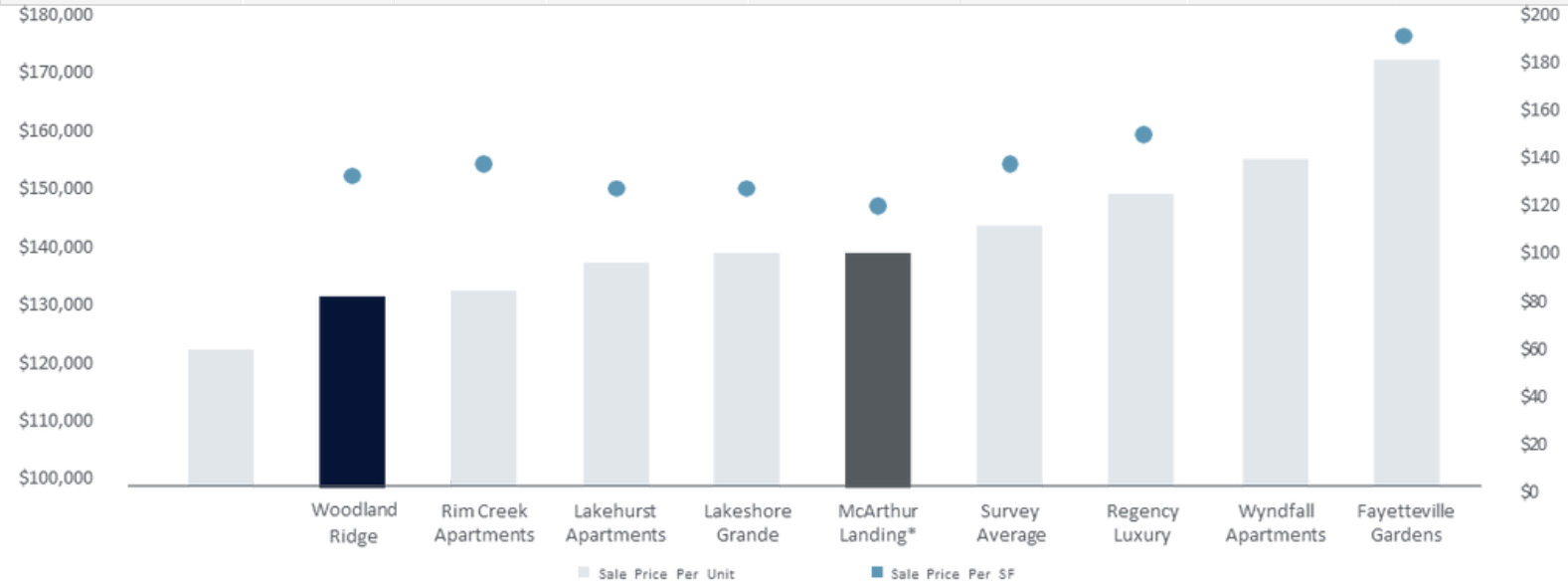


- 1 Fayetteville Gardens Apartments (5.2 Miles)**
2927 Gordon Way, Fayetteville, NC 28303
- 2 Wyndfall Apartments (1.8 Miles)**
3506 Shipstone Place, Fayetteville, NC 28348
- 3 Regency Luxury Apartments (7.3 Miles)**
505 Regency Drive, Fayetteville, NC 28314
- 4 McArthur Landing (11.4 Miles)**
2500 McArthur Landing Circle, Fayetteville, NC 28311
- 5 Lakeshore Grande (7.3 Miles)**
5508-5548 Faith Drive, Fayetteville, NC 28314
- 6 Lakehurst Apartments (14.8 Miles)**
1000 Riverbank Drive, Spring Lake, NC 28390
- 7 Rim Creek Apartments (7.9 Miles)**
4811 Cellner Drive, Fayetteville, NC 28314



RENT COMPARABLES MATRIX

PROPERTY	UNITS	YEAR BUILT	SALE DATE	SALE PRICE	SALE PRICE PER UNIT	SALE PRICE PER SF	DIST. TO SUBJECT (MILES)
Fayetteville Gardens	9	1980	Dec 2023	\$17,050,000	\$170,500	\$187	5.2
Wyndfall Apartments	56	1998	Jul 2022	\$8,500,000	\$151,786	\$87	1.8
Regency Luxury	96	1996	Sep 2022	\$27,200,000	\$146,237	\$138	7.3
McArthur Landing*	9	2011	Nov 2022	\$16,600,000	\$137,190	\$110	11.4
Lakeshore Grande	121	2002	Oct 2022	\$8,200,000	\$136,667	\$118	7.3
Lakehurst Apartments	186	1986	Jun 2022	\$13,000,000	\$135,417	\$117	14.8
Rim Creek Apartments	56	2010	Feb 2025	\$7,337,000	\$131,018	\$129	7.9
Woodland Ridge	100	2004	--	\$7,800,000	\$130,000	\$124	--
*Fractured Condo deal							



5-YEAR CASH FLOW & NOTES

		Year 1	Year 2	Year 3	Year 4	Year 5
Gross Potential Rent Growth		3.50%	3.50%	-3.50%	3.50%	3.50%
Loss to Lease %		4.00%	2.00%	2.0z%	2.00%	2.00%
Vacancy %		5.00%	5.00%	5.00%	5.00%	5.00%
Collection Loss / Bad Debt		1.00%	1.00%	1.00%	1.00%	1.00%
Total Economic Loss		10.00%	8.00%	8.00%	8.00%	8.00%
Income	Y1/Unit	Year 1	Year 2	Year 3	Year 4	Year 5
Potential Market Rent	\$14,328	\$859,680	\$889,769	\$920,911	\$953,143	\$986,503
(Loss to Lease) / Gain to Lease	(\$573)	(\$34,387)	(\$17,795)	(\$18,418)	(\$19,063)	(\$19,730)
Gross Potential Revenue	\$13,755	\$825,293	\$871,973	\$902,492	\$934,080	\$966,773
Rental Losses						
Vacancy	\$14,328	(\$42,984)	(\$44,488)	(\$46,046)	(\$47,657)	\$49,325)
Collection Loss / Bad Debt	(\$573)	(\$7,823)	(\$8,275)	(\$8,564)	(\$8,864)	(\$9,174)
Base Rental Revenue	\$13,755	\$774,486	\$819,210	\$847,882	\$877,558	\$908,273
Other Income						
Other Residential Income	(\$716)	\$84,816	\$87,615	\$90,506	\$93,493	\$96,578
Total Other Income	(\$130)	\$84,816	\$87,615	\$90,506	\$93,493	\$96,578
Effective Gross Revenue	\$12,908	\$859,302	\$906,825	\$938,389	\$971,051	\$1,004,851

MASSIVE CAPITAL**SELLY MARKETING & PROMOTIONS**

Expenses	Y1/Unit	Year 1	Year 2	Year 3	Year 4	Year 5
Repair & Maintenance	(\$480)	(\$28,795)	(\$29,746)	(\$30,727)	(\$31,741)	(\$32,789)
Contract Services	(\$168)	(\$10,099)	(\$10,432)	(\$10,776)	(\$11,132)	(\$11,499)
Personnel	(\$951)	(\$57,072)	(\$58,955)	(\$60,901)	(\$62,911)	(\$64,987)
Marketing / Advertising	(\$110)	(\$6,624)	(\$6,843)	(\$7,068)	(\$7,302)	(\$7,543)
Administrative	(\$72)	(\$4,315)	(\$4,457)	(\$4,604)	(\$4,756)	(\$4,913)
Utilities	(\$153)	(\$48,275)	(\$49,868)	(\$51,513)	(\$53,213)	(\$54,969)
Insurance	(\$550)	(\$33,000)	(\$34,089)	(\$35,214)	(\$36,376)	(\$37,576)
Real Estate Taxes	(\$759)	(\$45,543)	(\$47,046)	(\$48,598)	(\$50,202)	(\$51,859)
Property Management Fee	(\$859)	(\$51,558)	(\$54,410)	(\$56,303)	(\$58,263)	(\$60,291)
Trash	(\$238)	(\$14,275)	(\$14,746)	(\$15,232)	(\$15,735)	(\$16,254)
Total Operating Expenses	(\$4,993)	(\$299,555)	(\$310,591)	(\$320,938)	(\$331,631)	(\$342,680)
Net Operating Income	\$9,329	\$559,746	\$596,235	\$617,450	\$639,420	\$662,171
Replacement Reserves	(\$250)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)	(\$15,000)
Net Operating Income (After Reserves)	\$9,079	\$544,746	\$581,235	\$602,450	\$624,420	\$647,171
Other Income & Operating Expense Growth	\$9,079	\$544,746	\$581,235	\$602,450	\$624,420	\$647,171

Gross Potential Rent

Market Rent Reflects Year 1 Of \$1,194/Unit Per Month.

Total Economic Loss

Our Year 1 Underwriting Assumes A 10% Economic Loss.

Other Income

Estimated To Be \$1,414 Per Unit Per Year.

R&M, Contract Services, Personnel, Marketing, and Administrative

The Expenses Closely Lines Up With Historical Operations & Current Market Underwriting Assumptions.

Management Fees

Projected At 6% Of Gross Revenues.

Insurance

Estimated At \$550/Unit For The First Year's Premium.

Real Estate Taxes

Based On 2024 Assessed Value.

Capital Expenditures

Projected To Be Roughly \$80,000 (\$1,333 Per Unit) For General Deferred Maintenance And Updates.

PROJECTED INVESTOR RETURN

PROJECTED RETURNS ON \$100K INVESTMENT	Y-0	Y-1	Y-2	Y-3	Y-4	Y-5	TOTAL
Distributions from Operating Cash Flow	(100,000)	\$5,500	\$6,500	\$7,500	\$7,500	\$7,500	\$35,000
Cash on Cash Return		5.50%	6.50%	7.50%	7.50%	8%	7%
Profit from Sale							\$70,000
Total Cumulative Return+Original Capital \$205,000							

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7% - PREFERRED RETURN

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\$3,20,000 - EQUITY RAISE

2X - EQUITY MULTIPLIER

Investors always receive their returns first! We also take action to show that you are a highly valued partner with our 70%LP / 30%GP profit sharing split as well as a 7% annual preferred return through the 5 year hold period.

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COSTING STRATEGY

THE VALUE OF YOUR INVESTMENT

Investing in real estate offers several tax benefits that can help investors minimize their tax liability and maximize their returns.

DEPRECIATION

A tax deduction that allows real estate investors to deduct the cost of their investment property over a period of time

COST SEGREGATION STUDY

A process that looks at each element of a property, splits them into different categories, and allows you to benefit from an accelerated depreciation timeline for some of those building components.

ACCELERATED DEPRECIATION

Accelerating the depreciation of the asset faster in the early years of ownership than the straight-line method, which can result in significant tax savings.

BONUS DEPRECIATION

A tax deduction "bonus" that allows businesses to immediately deduct a large percentage of the purchase price on Year-1.
2025 max bonus depreciation allowed is 100%.

Example: Per \$100K investment nets \$63K+ in tax bonus depreciation, with an additional \$89K+ to use, spread out and/or defer for the next 5-6 years!

FEE DISCLOSURE

% FEE	CATEGORY	% FEE	CATEGORY
1	Sponsor/GP Carry	30%	<p>Cash Flows - After the annual returns are paid, Sponsors receive 30% of all remaining distributed cash flow.</p> <p>At Sale - After annual returns are paid and 100% of the investors' capital are returned, Sponsors receive 30% of all remaining proceeds from sale</p>
2	Asset Management Fee	2.00%	<ul style="list-style-type: none"> The sponsors receive 2% of gross income for actively managing the asset.
3	Acquisition Fee	3.00%	<ul style="list-style-type: none"> Acquisition Fee 3% one-time fee to sponsors for sourcing and structuring the deal
4	Disposition Fee	1.50%	<ul style="list-style-type: none"> We are incentivized and compensated based on the equity capture of a successful exit in full alignment with our investors
5	CapEx Projects, Improvements	2.00%	<ul style="list-style-type: none"> If required, a project management fee may be charged accordingly to a major CapEx project.

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LOAN AND ACQUISITION SUMMARY

INVESTMENT SUMMARY

Purchase Price	\$7,000,000
Loan Down Payment*	\$2,450,000
Capital Improvement Budget	\$216,000
Closing Costs & Acquisition Fees Capital	\$430,000
Operating Reserves	\$104,000
Total Capitalization	\$3,200,000

FINANCING TERMS

Loan		
Loan Type	Freddie Mac	Freddie Mac
Amortization	30 Years	30 years
Loan	65% LTV	\$4,550.00
Interest Rate	6.40%	Fixed
Interest Only	1 Year	1 Year
Loan Term	Years 5	

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NEXT STEPS



THIS OFFERING IS OPEN TO "ACCREDITED 506C" INVESTORS ONLY

1

Review and complete the offering documents in the investor Portal.
The offering documents contain pertinent information such as the PPM and Subscription Agreement.

[CLICK HERE FOR THE INVESTOR PORTAL](#)

2

Sponsors will review and accept your offering documents.
The offering documents contain pertinent information such as the PPM and Subscription Agreement

3

Wire investment to banking instructions within five (5) business days from the date your offering documents are reviewed, signed and accepted.
Investment slots will be offered by priority to those who submit their documents and wire their investment first

4

IRA, 401k, And 1031 Exchange Funds As Accepted
This may require converting your IRA to a self-directed IRA.
Contact us for more information.

[ANY QUESTIONS?](#)
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