

## Brochure Design

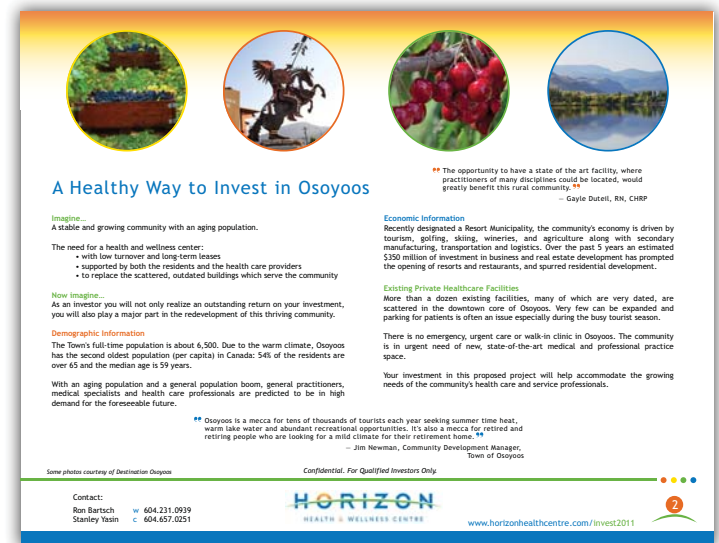
Date: 2011

Work Performed: design & layout, 6 pages. Logo supplied by client.

## Brochure Cover



## Inside Pages



## Logo &amp; Branding Elements



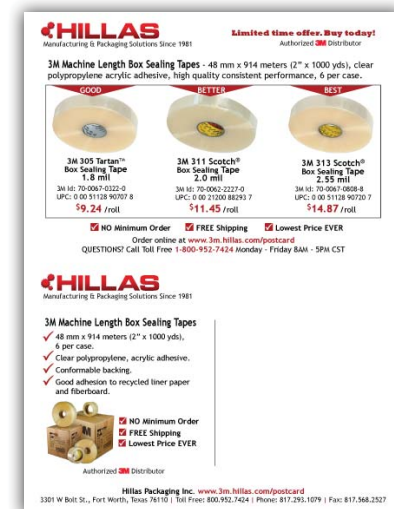
## Social Media badges



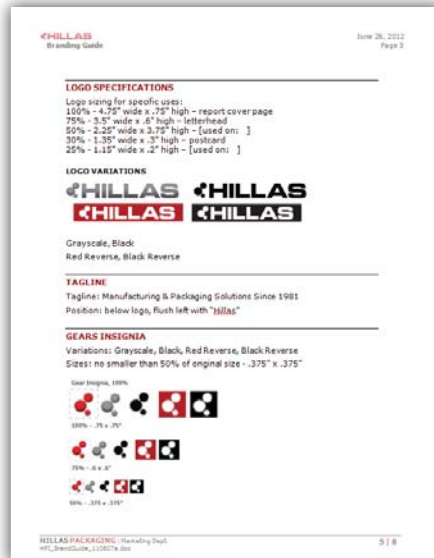
## Catalog Cover



## Postcard



## Branding Guide

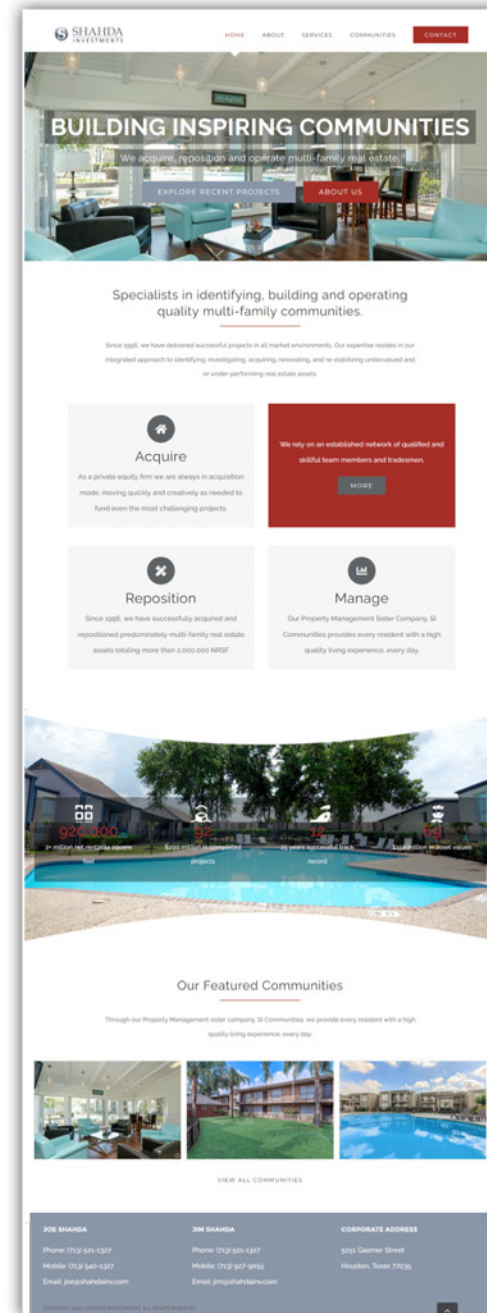
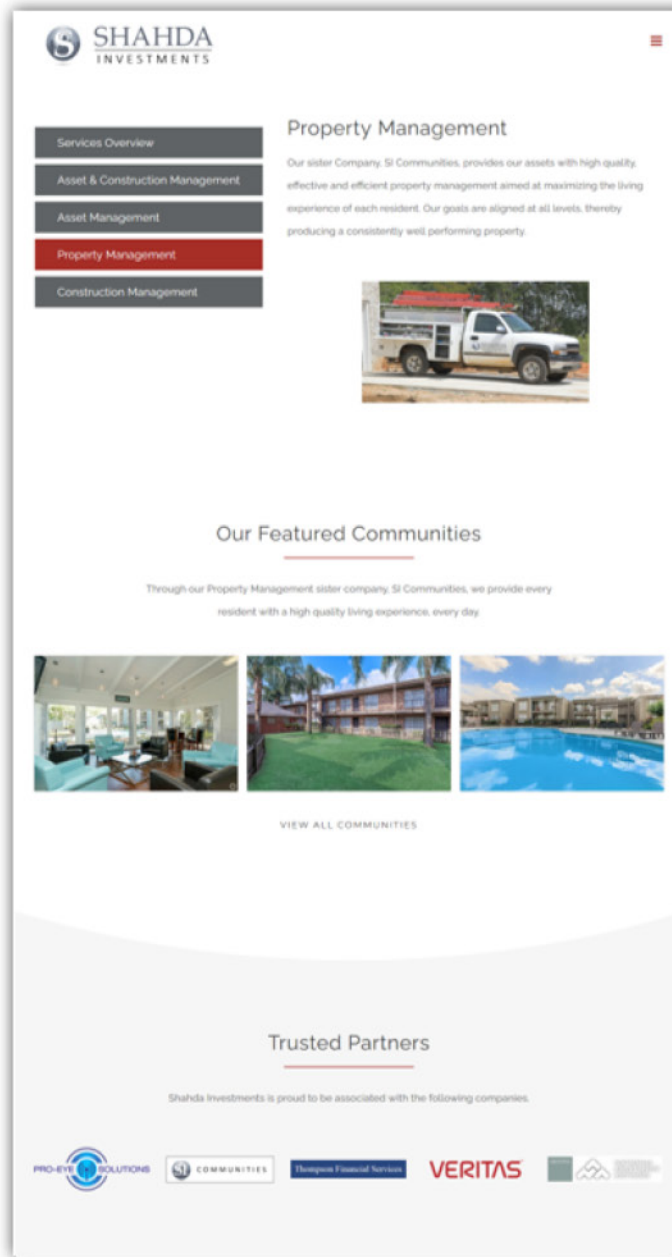
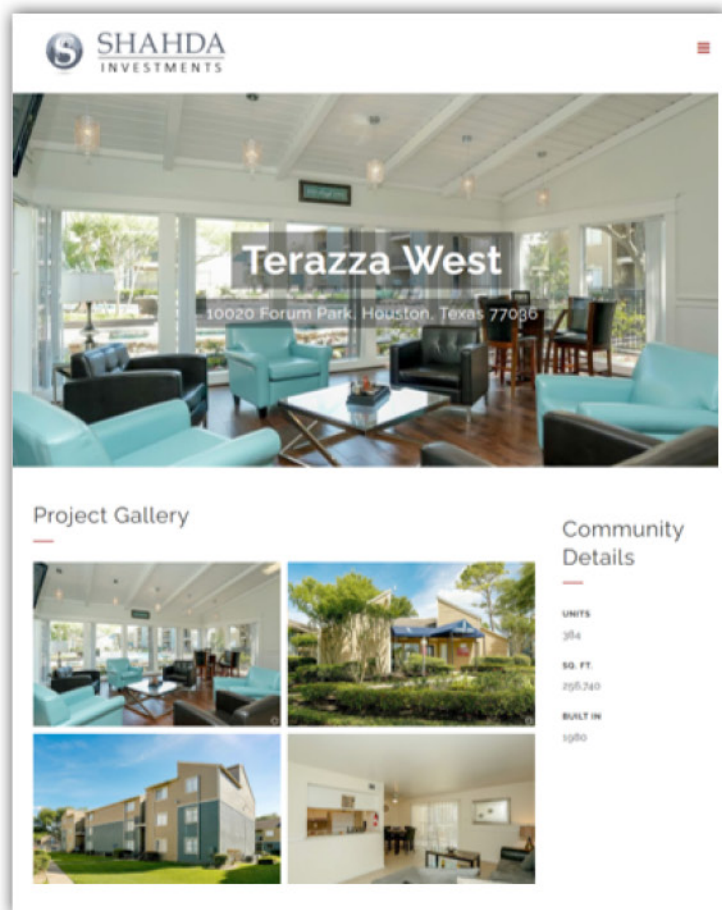


## Corporate Brochure





## Website Design






**eSided**  
BUSINESS SOLUTIONS

**eSided**  
BUSINESS SOLUTIONS



## Multi-family Developer Website



Real Estate Development & Investment

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HOME ABOUT US OUR EXPERTISE OUR COMMUNITIES LINKS CONTACT

## Las Villas Del Parque

Units: 187  
Acquired: 2006  
Sq. Ft.: 155,411  
Built in: 1977

**REAL ESTATE DEVELOPMENT**

Since our first acquisition in 1996, we have created additional value through the development of internal systems that enable effective management of ... [Read More...](#)

**PROPERTY LOCATIONS**

Our Houston roots run deep beginning with our initial investments in inner-loop boutique multi-family assets, and ultimately graduating to locations ... [Read More...](#)

**REAL ESTATE INVESTMENT**

At Shahda we take a holistic approach to our real estate investments. First and foremost, we have an obligation to deliver value – to our investors, ... [Read More...](#)

**NEWS**  
Recent Acquisitions

**JOE SHAHDA**  
Cel: 713-540-1327  
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Email: [joe@shahdainv.com](mailto:joe@shahdainv.com)

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## ASSET & CONSTRUCTION MANAGEMENT

**ASSET MANAGEMENT**

Our strong management and operations background allows us to expertly identify the areas that can be improved through systematic changes and communicate those efficiencies to the management partner. This also manages the program (property and risk management) of the asset from acquisition to disposition and disposition.

**CONSTRUCTION MANAGEMENT**


Our unique understanding of construction techniques and multi-faceted operations allows for a well-targeted, effective and efficient renovation plan designed to maximize operating efficiency gains during hold period, thus creating additional value and returns.

**RECENT ACQUISITIONS**

Recent Acquisitions were acquired in April 2014 from a non-profit seller and was located by ... [Read More...](#)

Recent Acquisitions were acquired in April 2013 through a distressed asset sale by a foreign-owned ... [Read More...](#)

Recent Acquisitions were acquired in June 2012 through an off-market transaction located ... [Read More...](#)



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## ACQUISITION: FAIR OAKS

15 SEPTEMBER 24, 2014 BY ADMIN

**THE PLAN**

At Shahda, we focused on rehabilitating the asset through an aggressive lease up strategy coupled with an extensive physical renovation and improvement program addressing the following areas:


- Curbside and landscaping
- Hoarding and storage
- Site signage, fencing and parking lot improvements
- Exterior carpentry and resurfacing
- Interior renovations to all units
- Leasing office and operational improvements
- Site security improvements
- Remedial of selected city safety issues
- Cleared all city code deficiencies and brought asset back into complete compliance

**SUMMARY**

Upstate product unit received by clients, commanding established rental rates 21% higher than pre-acquisition estimates. Asset established 5 months ahead of scheduled occupancy rate used in excess of 95%.

Strong delinquency coupled with high resident retention and 10 specific unit design, allow for low no-adding expenses, while keeping rents at market rates. Currently providing strong cash flow to affiliates and awaiting placement of permanent financing or disposition.

[Learn more about Fair Oaks](#)



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## LAS VILLAS DEL PARQUE

Units: 187  
Acquired: 2006  
Sq. Ft.: 155,411  
Built in: 1977

**INVESTMENT RATIONALE**

- Property managed asset was under-leased and had potential for improved asset performance through effective leasing and management
- Distressed asset was acquired with low occupancy at acquisition. Implementation of an effective DCM management plan allowed for release of performance and quick monetization
- Unit located in the strong and emerging area of Westbury submarket, near to Houston's vibrant Midtown High - one of the largest urban spaces in the City of Houston featuring shopping and dining centers, near to schools, commercial centers, and major transportation lines
- State property, furnished apartments, located nearby provided improved management and operational efficiencies, and economies of scale
- Unit constructed asset acquired at a discount due to operational deficiencies and high vacancy

**CURRENT STATUS**

- Fully stabilized and performing in excess of pro-forma estimates
- Favorable permanent financing terms
- Asset is in good repair with all units typical to market rates

**LOCATION**


5541 Gummer Dr  
5541 Gummer Dr, Houston, TX 77055, USA

[View map](#)

**NEWS**  
Recent Acquisitions

**JOE SHAHDA**  
Cel: 713-540-1327  
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**JIM SHAHDA**  
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## ASSET PORTFOLIO

Click on an image to view additional property details.

**ACTIVE PROPERTIES**

**Fair Oaks**

Units: 150  
Acquired: 2013  
Sq. Ft.: 150,000  
Built in: 1975

**Bellestone Villas**

Units: 88  
Acquired: 2007  
Sq. Ft.: 80,000  
Built in: 1995

**Lux Villas Del Sol**

Units: 100  
Acquired: 2008  
Sq. Ft.: 100,000  
Built in: 1980

**Casa Anita**

Units: 88  
Acquired: 2007  
Sq. Ft.: 80,000  
Built in: 1995



MALUSA PARTNERS  
acquisition marketing consultants





## PLAN B

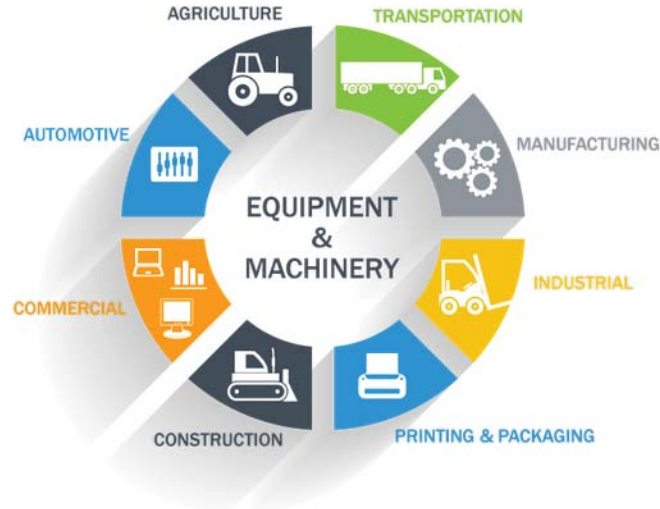
ABOUT

MARKETS

PRODUCTS

CONTACT

## Markets



### TANGIBLE OUTCOMES

**FACT:** A selling organization wants to help would-be buyers overcome financial obstacles that prevent a sale from closing.

**FICTION:** Lost sales caused by a buyer's lack of money are a part of doing business.

**REALITY:** **PLAN B** has a flexible payment solution to fit your buyers' needs.

**READY?** Help your sales organization close more sales, [contact PLAN B](#).

[\(Edit\)](#)

