



**CF CAPITAL**



**VIVID VISION  
2025**

# SNAPSHOT

It's **December 31st, 2025**, and CF Capital is the premier boutique real estate investment firm in the midwest and southeast region.

We are a national real estate investment firm with a purpose. We provide property investment and asset management solutions to help passive investors maximize returns on high-value multi-family communities. But our investments go far beyond acquisitions; we invest *in people*. **We're in the business of elevating communities and raising the bar for everyone within our ecosystem.** It's not about just evolving with the industry but flipping the traditional dichotomy on its head. **We believe in being revolutionary, not just evolutionary.**

## CORE VALUES



We operate with **Integrity**, honesty, and initiative to do what we say and should do, even without announcing it.



We **Lead** with **Excellence** in intention and effort in execution to solve problems and capitalize on opportunities proactively.



We play offense and take massive action to fulfill our **Purpose** of elevating communities together.

# CULTURE

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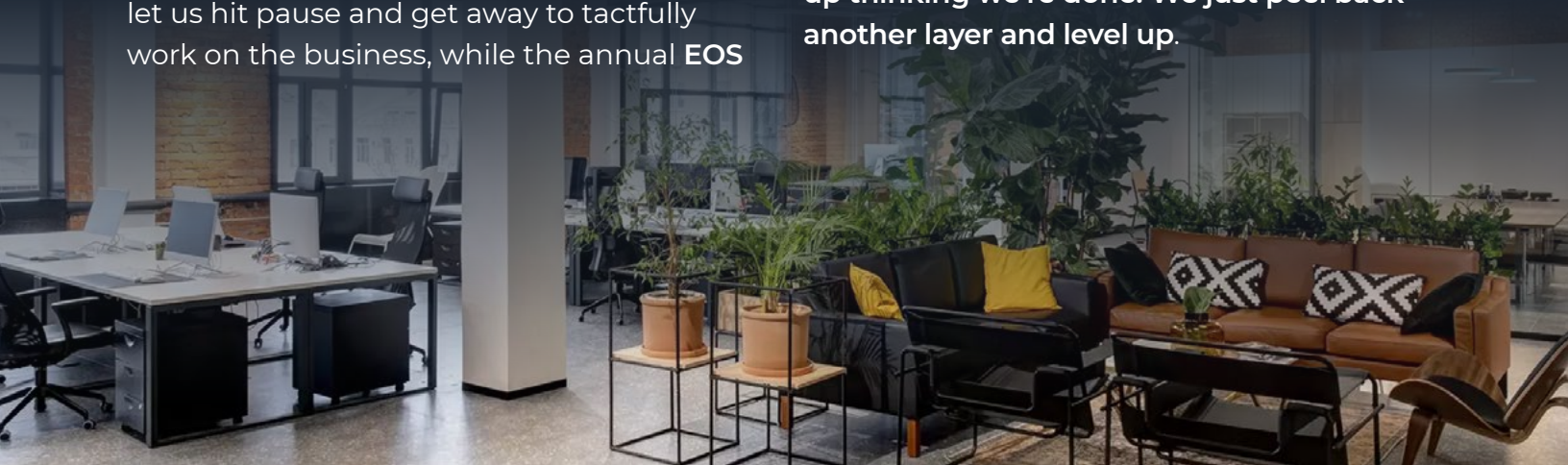
CF Capital's vibrant culture is built on the power of our people and the relentless pursuit of **elevating communities together**. We thrive on truth, practicing honesty with each other and ourselves while staying true to our beliefs. This may be an ego-driven industry, but we leave ours at the door and choose to play as a team.

Open communication sets the tone. This business runs on EOS and a long-term approach to relationships. As a collective team of **high performers with humility**, we recognize there's always a new or different perspective. We're moving fast, so we're always going to need to course-correct along the way. When there's a curveball thrown our way, we share and reflect so we can be the leaders of our actions while navigating it together. There will always be issues to work on as we continuously try to get better. We're just going to have better issues than we did before. **Failure is feedback; it's not fatal.**

Our cadence of constant appreciation honors the effort that goes into the major wins. **Little ways add up to be big things.** Weekly headlines, emails, internal messages, and Basecamp notifications allow us to celebrate the success of the day-to-day. Thank-you cards are built into the fabric of who we are, energizing and lifting spirits on a one-on-one basis. Quarterly offsites let us hit pause and get away to tactfully work on the business, while the annual **EOS**

**team retreat** is where we stack lifestyle, business, and family to connect on a deeper level. **CF Capital's multi-day gala** is a highly anticipated event with vendors, investors, staff, and everyone that supports our team and community gathering together. We capitalize on the occasion to recognize team members for their invaluable contributions to our success and raise money for the causes closest to our hearts while also having fun.

We relish the discomfort that calls us to realize a greater potential—emboldened by the sense that there's more to bring out of life as a result of exploring the capacities of our talents and beliefs. **We are victors receiving the gifts of the challenges, not victims of circumstance.** CF Capital helps you take that gumption to the next level and become the best version of yourself. We may not have all the answers, but we'll give you the tools necessary to build a foundation of success. Our comprehensive training programs provide the playbook to cross-train team members into multifaceted leaders. Book clubs, seminars, mastermind groups, and coaching sessions support our team on their personal development journey. *Because it's not about who you are today, but who you become on this journey.* **There's no finish line, and we'll never wake up thinking we're done. We just peel back another layer and level up.**





## TEAM

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**Tyler Chesser and Bryan Flaherty, Co-founders and Managing Partners**, are the visionaries and integrators carrying the torch for our organization. Their dynamic subordination complements each genius zone, with Tyler guiding marketing, and investor relations and strategic partnerships while Bryan leads strategic decision making, asset management, acquisitions, and the investment committee. Together they set the direction of our growth, create the playbook to scale, and coach the team in execution.

The dynamic **CFO** ensures our fiscal fitness and navigates trend projections while giving strategic advisory and managing back-end compliance functions. Our **COO** develops HR policies and benefits, structures protection and insurance, and liaises between all parts of the organization. The **Acquisitions Team** takes charge of identifying new opportunities and adding value while the **Asset Management Team** supports their revenue generation by taking charge and executing the business plan for each deal. Our **Investor Relations Team** facilitates a world-class investor experience while the **Marketing Team** positions us to grow that investor base and our reputation.

# CORE BUSINESS ACTIVITIES

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CF Capital is a real estate investment firm focused on the acquisition and operation of multi-family assets. **We confidently deliver tax-advantaged, stable cash flow, and capital appreciation with a margin of safety.** By investing alongside our team, investors can preserve and grow their wealth without having to deal with tenants, termites, or toilets. We take our deals full circle, knocking them out of the park for everyone involved. Investors come and stay for the outsized returns we create in our deals while appreciating the ancillary opportunity to make a bigger impact that only CF Capital can provide. Our expansion is not just about improving the bottom line or the aesthetic of our apartment units. It's about elevating communities as a whole—down to the individual level—to transform the lives of thousands of families. **We build ecosystems of truly investing in people and providing them the tools to take control of their lives.** The service providers we work with are aligned with our mission and play a pivotal role in that impact. By disrupting the transactional tenant-landlord relationship, we become a catalyst of positive transformation in someone's life. *Not sacrificing ROI, but enhancing it.*

CF Capital is strategically located in Louisville, which means we live in the very markets we invest in—but our biggest separator is found between the ears, not on a map. We're uncommonly transparent about our problems and our triumphs, preferring to share the highs and lows so people can learn from our experiences. *We're willing to show you who we are.* Our abundance mentality means **we have colleagues, not competitors**—because when you can elevate everyone together, everyone can win.

## OFFICES

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Our Louisville HQ is a lifestyle design lab: **A space to connect, ideate, tap into the energy of our collective, and propel ourselves forward into designing a life.** This is our daily mastermind spot, a collaborative environment where ideas flow freely—where we not only sit down and work on problems together but also take a step back and catch up as human beings.

We brought life back to this multi-tenant, multi-story building, and now it gives vitality to our purpose. The modern, industrial design has an invigorating open-air feel that holds space for our creativity. High ceilings flaunt intricate, exposed brickwork while generous windows illuminate the character and personality of our lively home. **The walls here tell stories—decorated with inspirational quotes and values that hearten us, stock tickers of the metrics that motivate us, and photos of the memories that feed us.** The glass podcast room is a continuous source of innovation with its constant influx of thought leadership and perspective, while our bookshelves are lined with the mindset and tactical literature that spurs our growth. This hub is home base, but we learn and grow where needed and turn on a dime when needed, so the option to work remotely is always available.

# SALES & MARKETING

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Our target concentration is the midwest and southeast markets. We look for underperforming opportunities which provide a unique blend of upside and risk mitigation with enough units to support onsite management. We've expanded into Kentucky, Indiana, Tennessee, Ohio, North Carolina, South Carolina, Alabama, and Georgia. As our footprint and reputation grow, so do our relationships with investors, vendors, service providers, and deal sourcing. Our equity list includes accredited UHNW investors, joint venture partners, broker-dealers, institutional firms interested in multi-family investments, and individuals that can invest a significant amount of capital to reduce their overall portfolio risk. **Elevating communities is our compass in attracting aligned investors that share our values.**

*Slash-and-burn investors aren't our best fit, because that's not who we are.* Guided by our proven playbook, we're acquiring bigger, newer deals and portfolios by purchasing multiple communities at the same time and rebranding them. **The 'Elevate Community' brand** is well known within the communities we serve and recognized within the industry for creating cutting-edge communities, outfitting units with best-in-class finishes and interiors, and its mindset approach to scalability.

Investors want to work with us because they appreciate our **diligence in finding creative opportunities while mitigating risk within a volatile economic environment.** Our commitment to transparent investor communication is second to none. Referrals are our strongest position in terms of growth, contributing to our 10k strong database of qualified investors. Our partnerships with vendors continue to grow as our unwavering dedication to serving communities and reliable work ethic sets us apart. Social media content, blog posts, monthly newsletters, and our e-book, *The Bottom Line: 10 Ways to Increase Cash Flow in an Apartment Complex*, allow us to connect personally while providing educational and timely updates on the market and insight on industry information. The **Elevate Podcast** brings continuous new investors as it invites listeners into our world of mindset, mind expansion, and personal development. New leads pour in from our participation at conferences and panels as well as the local and virtual meetups we host. The CF Capital annual conference on multi-family real estate, wellness, and personal development has blown up. The rotating location greets 500+ attendees each year with a sizable waitlist to match. This community connection helps us develop trust and stay top of mind, so we're not hunting for opportunities. We're actively sought out because of our liquidity, reputation, and portfolio performance.



## MEDIA & AWARDS

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National platforms from **Wall Street Journal**, **CNBC**, and **Forbes** to **Real Estate Investor** are buzzing with our success. Record sales and impressive acquisitions lead the metrics while our elevation of communities and implementation of the CF Capital personal development and mindset playbook garner all the media attention. We are recognized as experts within the industry, leading the conversation on real estate economics, and regularly contribute to **CNBC** with our perspective on the marketplace.

As a business, we're honored by all the praise and titles, but our sights never stray from our purpose. Regional and national **Best Places to Work** awards keep piling up, humbling us with the appreciation of our team and attracting new members to continue raising the bar of who we are. CF Capital is recognized as a pillar of business and personal success within all of our communities and, for us, there is no greater achievement than that.

## FINANCIALS

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This year we've deftly achieved a **gross revenue of \$7,910,100 with a net profit of \$2,209,500** and **\$400M in assets under management**. We currently have over **4,000 units under management** and a total footprint of **16 communities**. We have the balance sheet and liquidity requirements to finance opportunities as the sole general partner. Our ability to **raise \$50M in five days** allows us to swiftly capture investments in a diversified manner with a lower risk profile.

## GIVING FORWARD

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CF Capital is committed to **donating 10% of net income to philanthropic endeavors** within our communities. Whether it's providing essential resources to devastated regions in the aftermath of a natural disaster or helping families rebuild their homes, we'll put our boots on the ground and heed the call for help. We also work with **The Center for Courageous Kids** to provide summer camp for children with chronic illness, recognizing that we're only able to do what we do because of our health. Without health or home, we wouldn't even have this conversation, so we continue to keep our fingers on the pulse of global events and our hearts open to making a real difference.

Elevating communities goes beyond the parameters of natural disasters and states of emergency. *We can give back in real time, too.* Financial education and personal development resources, from seminars to tools and recommendations, are lifelines we provide to all of our staff, team members, and residents. Every property is buoyed with a library of life-changing books, job fairs, health consultations, and mindset inspiration to help the entire community make better decisions for themselves and the people who rely on them.



## A NOTE FROM OUR FOUNDERS

CF Capital was built with intentionality. It was created from a vision that went beyond just the numbers and talking shop and saw farther than the outer limits of this industry. Our scope was set on the North Star of our purpose: to expand as human beings and plant the seeds of abundance. To scale quality real estate investments and share those with a like-minded community. **To elevate communities together and our lives in the process.**

We provide a tremendous service for investors, but we don't have to sacrifice ROI to do good. People need food, water, and shelter. **We provide shelter, and we do it the right way.** We don't cut corners; we go beyond them to raise the bar for everyone. And everyone in our industry can see it.

Looking at all this now, we feel fulfilled because of what we've done and so grateful for how far we've come as a team. *Damn! We're energized to do more good and keep stacking on that momentum.* **There's a lasting sense of success that goes beyond the achievement of numbers—it comes from living in alignment with what you're supposed to be doing and using your talents towards something that actually matters.** *And that's irreplaceable.* And we're hungry for more. We're not just going to rest on our laurels and ride off into the sunset. The expansion of our own comfort zones, talents, and capabilities continues.

If you want to capitalize on this energy, get in touch, and join us in raising the bar. For yourself, for others, for communities. Let's elevate the human experience.



CF CAPITAL

IF YOU'RE AN INVESTOR AND WANT TO INVEST WITH US, HERE'S HOW:

IF YOU WANT TO SUPPORT OUR TEAM AS A VENDOR, HERE'S HOW:

GET-IN-TOUCH

CONTACT US