



VESTERR

SEED ROUND · 2026

INVESTERR PRESENTATION

Educate. Engage. Invest.

Davonne Reaves, Founder & CEO

www.vesterr.com





VESTERR

INVESTOR PRESENTATION

Why is a **\$21 trillion** market still closed to most investerrrs?

Vesterr is a commercial real estate marketplace that connects investerrrs with deal sponserrrs.
We are an existing business becoming a broker-dealer.



SEC Registered Funding Portal



\$4M+ Capital Facilitated



5 Funded Raises

FOUNDER STORY

WHY I CREATED VESTERR

WHERE I STARTED

A hotel front desk

I began my career behind a hotel front desk, long before I owned one.

WHAT I BUILT

\$50M+ in hotel deals

I became a hotel owner and investerr and have closed more than \$50M in hotel transactions.

WHO I BROUGHT WITH ME

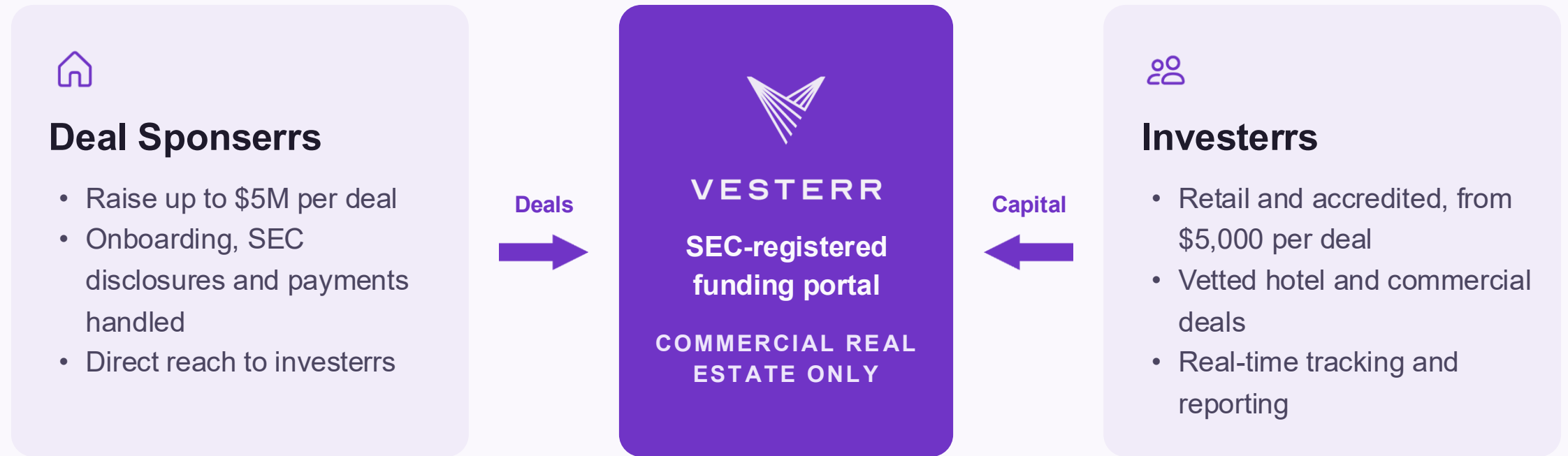
100+ new owners

Since 2019 I have helped create more than 100 hotel owners and investerrs.

I created Vesterr to do that at scale: one marketplace that connects investerrs to deal sponserrs, focused only on commercial real estate.

WHAT VESTERR IS

A DUAL MARKETPLACE FOR COMMERCIAL REAL ESTATE



HOW REGULATION CROWDFUNDING WORKS

\$5M

Raise Limit

Under Reg CF, an issuer can raise up to \$5M in a 12-month period.

\$5K

Entry Point

Vesterr's platform minimum per deal, versus \$100k+ in traditional CRE.



Open to All

Both retail and accredited investors can take part in the same deal.



Regulated

Every offering files a Form C and runs through an SEC-registered portal.

REVENUE TODAY · REG CF PORTAL FEES

DUAL-STREAM REVENUE ENGINE

SPONSERR ONBOARDING

\$2,500

Standard issuer setup and legal compliance onboarding fee per offering.

CAPITAL SUCCESS FEE

Up to 5%

Platform fee assessed on total capital successfully raised via Reg CF.

FOUR REVENUE STREAMS

Reg CF + Broker-Dealer

Reg CF: raises up to \$5M, earning a \$2,500 onboarding fee plus up to 5% of capital raised.

Broker-dealer: placements up to \$75M per transaction at standard 1.0%–3.0% fees.

VesterrCon Events

Flagship CRE and hospitality summit that doubles as a top-of-funnel deal engine. Revenue comes from tickets, sponsorships and paid sponsor pitch slots.

Platform Licensing (SaaS)

Recurring subscription revenue from white-label deal rooms and portfolio portals licensed to institutional allocators.

\$50M Fund Proceeds

Investors in the holding company receive proceeds from the deals in the \$50M hotel and multifamily fund.

PROVEN TRACTION

EXECUTION & MILESTONE ACHIEVEMENTS

\$4M+

Total Volume Facilitated

5 Raises

Funded on the Platform



TRACK RECORD

FIVE FUNDED RAISES, FOUR IN HOSPITALITY

2

Hotel Acquisitions

Existing hotels purchased with capital raised on Vesterr.

1

Hotel Fund

A pooled vehicle for investing across hotel assets.

1

Hotel Development

A new hotel project in Puerto Rico.

1

Car Wash

Service retail, beyond hospitality.

COMMUNITY IN ACTION

WHERE COMMUNITY MEETS CAPITAL



Colorful Conversations with Ambassador Andrew Young

Presented by Vesterr.



VesterrCon

Deal sponsors pitch investors in person.



We Stay Suites Opening

Opening day at the hotel.

COMPETITIVE LANDSCAPE

HOW VESTERR COMPARES TO OTHER PLATFORMS

Platform	Minimum	Open to non-accredited	Model
Vesterr	\$5,000	Yes, via Reg CF	Deal-by-deal marketplace, CRE only
CrowdStreet	\$25,000	No	Individual CRE deals and funds
EquityMultiple	\$5,000	No	CRE debt and equity deals
RealtyMogul	\$25,000–\$50,000	No	Individual deals for accredited investors
Fundrise	\$10	Yes	Pooled funds and REITs, not deal-by-deal
Wefunder, StartEngine, Republic	Varies	Yes, via Reg CF	General portals built mainly for startups

COMPETITIVE MATRIX

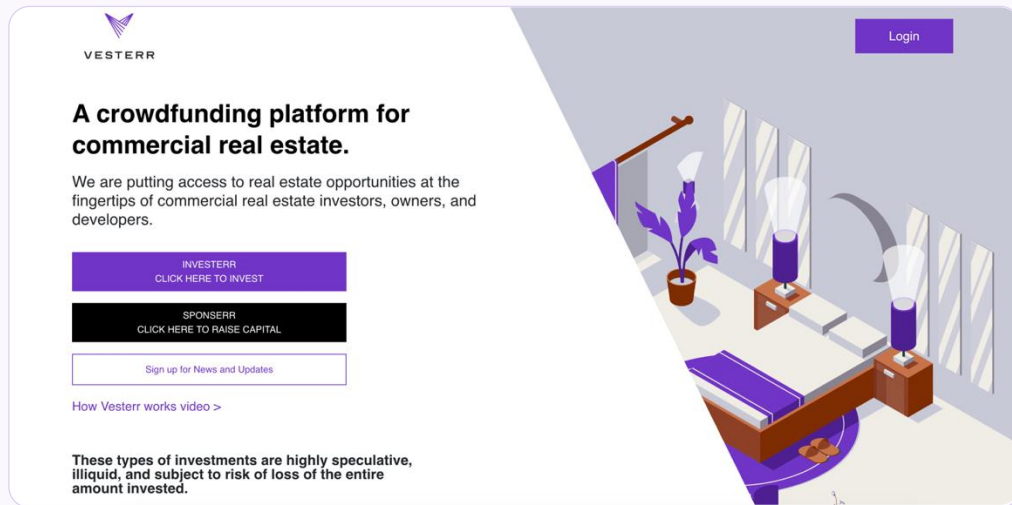
WHY VESTERR WINS

Feature	Vesterr	Traditional CRE	Generic Platforms
Min Investment	\$5,000 (Reg CF)	\$100,000+	\$25,000+
Sponsor Diversity	Dedicated Focus	Low	Unfocused
Regulated Portal	SEC Registered	No	Varies

TECHNOLOGY

A NEW PLATFORM, BUILT BY AN AWS CO-FOUNDER

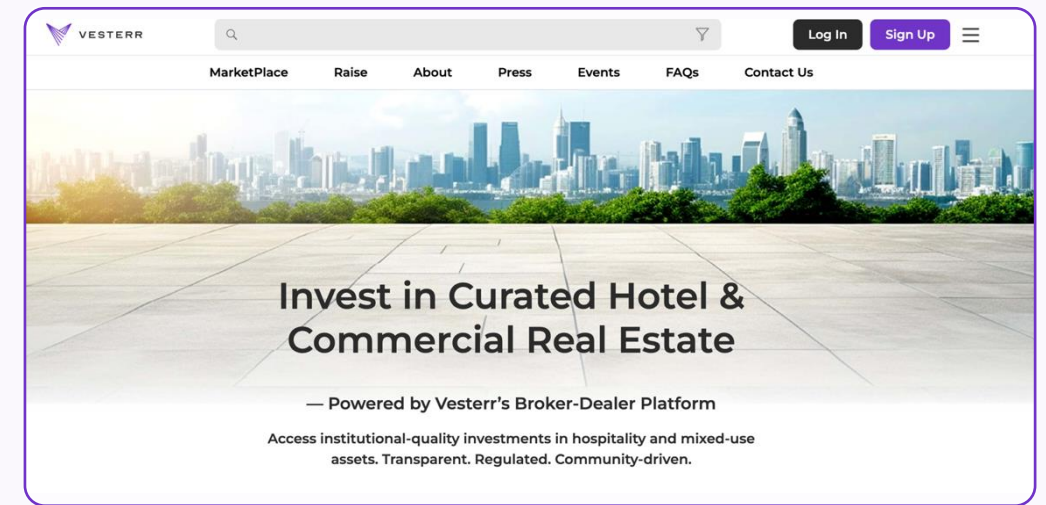
TODAY



Reg CF crowdfunding portal

The current Vesterr site, live today.

NEXT · AT BROKER-DEALER LAUNCH



Broker-dealer marketplace

Designed by Sirqul, whose founder co-founded Amazon Web Services and was a key architect of the first Amazon Alexa.

WHAT YOU ARE INVESTING IN

EQUITY IN THE HOLDING COMPANY

YOUR INVESTMENT

The holding company

Seed investors take direct equity in the Vesterr holding company, an existing business that is becoming a broker-dealer.

LAUNCHING

\$50M fund

A new Vesterr fund for hotels and multifamily.

PROJECTIONS

Deals placed: 1 in Y1 · 2–3 in Y2 · 3–4 in Y3

3-YEAR PRO FORMA

Metric	Y1 · 2027	Y2 · 2028	Y3 · 2029
BD placement fees (1.5%)	\$375,000	\$1,125,000	\$2,250,000
VesterrCon events	\$0	\$350,000	\$600,000
Platform licensing (SaaS)	\$0	\$250,000	\$500,000
Total gross revenue	\$375,000	\$1,725,000	\$3,350,000
COGS (40%) · lean opex model	(\$150,000)	(\$690,000)	(\$1,340,000)
Gross profit (60%)	\$225,000	\$1,035,000	\$2,010,000
Operating expenses	(\$180,000)	(\$550,000)	(\$950,000)
Net EBITDA	\$45,000	\$485,000	\$1,060,000
EBITDA margin	12.0%	28.1%	31.6%

INVESTOR RETURNS · \$25,000 MINIMUM CHECK

WHAT A \$25,000 CHECK COULD RETURN



The same math at larger checks

\$25,000 returns **\$106,000**

\$50,000 returns **\$212,000**

\$100,000 returns **\$424,000**

If the round is priced at a \$3.5M valuation instead, the same \$25,000 buys 0.71% and returns \$75,714 (3.03x). All figures assume Vesterr reaches its Year 3 earnings, sells at 10x and issues no new shares before then.

EXIT STRATEGY

A YEAR 3 EXIT AT 8–12X EBITDA

\$1.06M

Projected Year 3 net EBITDA

×

8–12x

Target exit multiple

=

\$8.5M–\$12.7M

Year 3 target enterprise value · midpoint \$10.6M

What a \$25,000 check looks like at exit

\$25,000 invested	8x exit	10x exit	12x exit
At \$2.5M valuation	\$84,800	\$106,000	\$127,200
At \$3.5M valuation	\$60,571	\$75,714	\$90,857

Exit route

The plan is a sale of Vesterr in Year 3. Each investor is paid their share of the sale price.

USE OF FUNDS · 100% TO GROWTH

WHERE THE SEED CAPITAL GOES



Broker-Dealer

FINRA registration and broker-dealer compliance, opening the placement-fee engine.



Marketing

Reaching more investors and deal sponsors, and marketing the \$50M fund.



Talent

Broker-dealer compensation and the team needed to place more deals.

LEADERSHIP

INDUSTRY-TESTED LEADERSHIP

Davonne Reaves

Founder & CEO

- ✓ Commercial real estate pioneer and hotel owner
- ✓ \$50M+ in hotel transactions closed since 2019
- ✓ Author of *How to Buy a Hotel*
- ✓ FINRA / SEC regulatory expertise
- ✓ Passionate advocate for inclusive wealth building



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THE INVESTMENT CASE

WHY INVEST IN VESTERR

An existing business

Not a startup idea. Vesterr has raised \$4M+ across 5 funded deals and is now becoming a broker-dealer.

Regulated

SEC-registered funding portal and FINRA member today.

13,000+

Investors in the Vesterr community, most of them accredited.

\$50M fund

Launching for hotels and multifamily. You invest in the holding company.

3.0x–4.2x

Target return at a Year 3 exit, with the tech build already complete.

NEXT STEPS

HOW TO INVEST IN VESTERR

01

Review

Read the investor offering materials.

02

Questions?

Book a call with Davonne to walk through the numbers.

03

Invest

Commit from \$25,000 for equity in the holding company.

04

Join

Get investor portal access and the quarterly investor call.

Ready to start?

davonne@vesterr.com www.vesterr.com



JOIN THE MOVEMENT

Build the Future of Real Estate Investing With Vesterr

Seeking strategic seed capital and institutional partners to accelerate platform scaling.

Davonne Reaves, Founder & CEO

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