

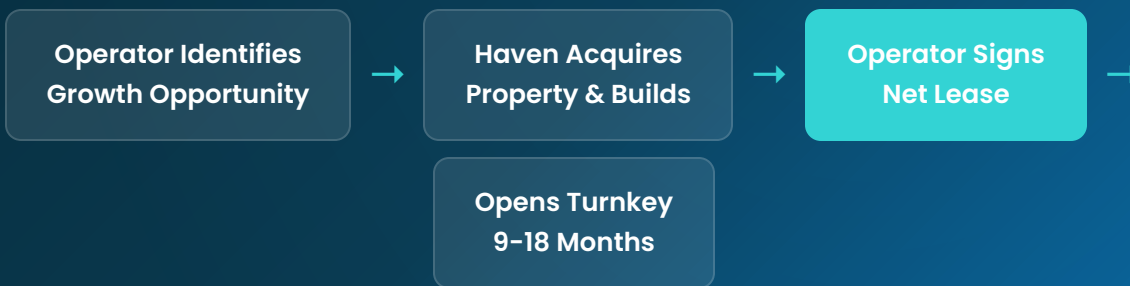
PROPOSED WEBSITE REDESIGN



DEVELOPMENT PARTNER

Grow your business. We'll solve the real estate.

Haven provides capital and development execution for multi-site operators. Whether you need to monetize the locations you already own, develop new ones, or both. You keep the operating business. No dilution. No learning how to be a developer.



\$8B+

TRANSACTION VOLUME

700+

DEALS CLOSED

35+

YEARS COMBINED

Nationwide

COVERAGE

WHO WE ARE

Institutional Experience. Operator Focus.

Greg Jeffers

Managing Partner & GC

Ex-Jones Day, ex-STORE Capital MD

Neil Albritton

Partner

Ex-STORE Capital SVP / Head of Acquisitions.
500+ deals, \$6B+ volume**John Bradley**

Partner, Head of Originations

Ex-PennyMac, ex-Essent capital markets

Jason Drewelow

Partner

\$770M developed, 500+ projects, 15+ states

Lindsay Kirchhausen

VP, Business Development

Ex-Google, Nest, Dyson, SPAN. Denver office.

Pat Jeffers

SVP, Portfolio Management

Investor relations, marketing, portfolio ops

Matt McParland

SVP, Acquisitions

Chicago office, 9+ years RE advisory

Marty McDonnell

C&D Partner

20+ years, mixed-use / healthcare / childcare

Everett Daniels

C&D Partner

\$850M developed, ex-Bovis Lend Lease

THE STRUCTURE

How It Works

New development, sale-leaseback, or both. The operator brings the deal. Haven handles the real estate.

- 1 Operator identifies opportunity**
New location, second-gen conversion, or sale-leaseback of existing locations
- 2 Haven underwrites**
Tenant credit + real estate fundamentals
- 3 Haven acquires the property**
Due diligence, entitlements, closing
- 4 Haven funds turnkey build**
Construction, permits, project management. All Haven.
- 5 Operator signs net lease**
15–20 year term. Rent tied to unit economics.
- 6 Operator opens. Turnkey.**
On their timeline, not the bank's

WHY HAVEN

Capital Structure Comparison

	SBA 7(A)	CONV. LOAN	SELF-FUND	HAVEN
Max size	\$5M	Varies	Cash-limited	\$2M – \$50M
Operator equity	10–20%	20–30%	100%	As low as 0%
Timeline	12–18 mo	12–24 mo	6–24 mo	9–18 months
Balance sheet	On	On	On	Off
Growth path	Capped at \$5M	Equity-limited	Cash-limited	Unlimited

SBA gets operators started. Haven gets them scaled. Most operators we work with used SBA for their first locations, hit the \$5M ceiling, and came to Haven for everything after.



ORIGINATION STRATEGY

The professionals who already advise our target operators are the channel.

Four channels. 100 named contacts. Warm paths identified. Outreach sequences loaded. Every referral partner gets the same message: *your client's growth is bottlenecked by their balance sheet, not their pipeline. Haven removes the bottleneck.*

- GJ** **Greg Jeffers**
Attorneys & lender outreach
- JB** **John Bradley**
Originations & lender/CPA relationships
- JD** **Jason Drewelow**
CPA, broker & operator channels
- NA** **Neil Albritton**
STORE Capital warm paths

FOUR REFERRAL CHANNELS

Who Refers Operators to Haven

Franchise Attorneys

Counsel to franchisors and franchisees who see the real-estate friction in every growth conversation. They're in the room when the financing question comes up.

25 contacts · 6 SE markets

CPAs & Advisors

Business advisors who shape capital structure, exit planning, and tax strategy for multi-unit operators. They see balance sheet constraints before anyone else.

25 contacts · dental, vet, M&A

SBA Lenders

Bankers whose borrowers are hitting the \$5M SBA ceiling. Haven doesn't replace them, we extend their borrower's runway so the banking relationship deepens.

25 contacts · Live Oak, Pinnacle, FirstBank

Tenant Rep Brokers

Commercial brokers who represent tenants looking for space. When Haven funds the build, the deal happens and the broker gets a commission that otherwise didn't exist.

25 contacts · Northmarq, CBRE, NLG

CPA & ADVISOR CHANNEL

Your client's growth is bottlenecked by their balance sheet, not their pipeline.

CPAs and financial advisors see this before anyone else. A client with 3 to 8 locations, strong unit economics, and no capital path for the next build. Haven solves that. Three wins for the advisor.

Capital Structure Optimization

Haven's turnkey net lease keeps real estate off the client's balance sheet. Working capital stays deployed in operations. Higher ROE, cleaner financials.

Exit Planning

Separating OpCo from PropCo simplifies exits. Buyer acquires the operating business only. Faster close, potentially higher multiple. Asset-light businesses trade at a premium.

Tax Strategy

Net lease rent is fully deductible. No depreciation recapture on exit (Haven owns the building). Clean tax picture at liquidity event.

The Advisor Wins

You become the advisor who unlocked the growth capital problem. Your client expands. Their business value grows. Your AUM or advisory relationship deepens.

FRANCHISE ATTORNEY CHANNEL

The real estate question comes up in every franchise transaction.

When the client is ready to grow and the financing conversation starts, having a capital partner who removes the real estate constraint is valuable.

- ✓ Franchisee-side: clients who've maxed SBA at \$5M. Haven is the capital structure for locations 4 through 50+.
- ✓ Franchisor-side: Haven compresses development timelines, which accelerates unit count for the system.
- ✓ M&A: Haven-structured operators have cleaner exits. Asset-light, no PropCo carve-out at closing.

OUTREACH VOICE

Greg Jeffers, Managing Partner

"Reaching out because your franchise practice means you're watching clients hit the same wall. The real estate. Haven solves that. We acquire the property and fund up to 100% of the buildout. The franchisee signs a net lease. Their capital stays in the operating business."

Touch 1 template. 25 personalized versions ready.

OUTREACH PIPELINE

100 Named Contacts. 27 Deliverables. Zero Guesswork.

100

Total COI Contacts

100

Emails Verified

12+

Warm Intro Paths

25

Ready-to-Send Emails

ALSO BUILT

4-touch outreach sequences (4 channels)

LinkedIn connection messages (25)

Value drop emails with channel-specific data (25)

Shock & Awe physical pack content

Meeting prep briefs for top 10

Call scripts + objection handling

7-week outreach calendar with owner assignments

SBA OPERATOR INTELLIGENCE

Top 50 enriched SBA operators (scored + ranked)

Interactive operator dashboard

Priority call sheets with meeting briefs

COI × SBA cross-reference (named borrowers per lender)

Geo-cluster analysis

Lender warm channel mapping

THE 4-TOUCH SEQUENCE

Peer-to-Peer. Specific. Never Pitch Down.

Every channel gets the same architecture: 4 touches over 28 days, each adding specificity and credibility. One ask per touch.

DAY 1

Email Introduction

Personalized email specific to their practice and client base. One ask: 20 minutes on calendar.

DAY 5

LinkedIn Connect

300-character connection note referencing Touch 1. Creates a second signal and enables future content delivery.

DAY 14

Value Drop

Channel-specific data point or insight the contact can use with their own clients. Positions Haven as a resource, not a vendor.

DAY 28

Shock & Awe

FedEx physical package: Haven one-pager, deal diagram, comparison card, handwritten note. Follow-up call 48 hours after delivery.

25 personalized Touch 1 emails ready to send · 25 LinkedIn messages drafted · 25 value drops written · Pack content designed

NETWORK LEVERAGE

Highest-Leverage Warm Introduction Paths

Existing relationships mapped to Tier 1 targets. These are the intros worth pursuing first.

Jones Day Alumni → SE Franchise Attorneys

DLA Piper, Burr & Forman, Bradley Arant. One connection in Atlanta unlocks 3-4 attorney intros across the SE.

HIGH LEVERAGE

STORE Capital → Net Lease Brokers

Deal history with Northmarq, Boulder Group, NLG. If STORE did deals with these firms, these are reunion calls, not cold outreach.

HIGH LEVERAGE

CRE615 → Nashville Brokers + Bradley Arant

CBRE Nashville (Annello), Bradley Arant (Coleman via Rob Leonard, Pat Alexander). Local network, short path.

HIGH LEVERAGE

STORE Capital → Live Oak Bank

STORE tenants used Live Oak for SBA. Frazier and Hardy at Live Oak likely share borrower history from those deals.

HIGH LEVERAGE

Lane Rhodes → FirstBank Nashville

Building SBA program from scratch, April 2026. Actively recruiting referral partners right now. First-mover window.

TIME-SENSITIVE

Pinnacle Financial Partners

#1 SBA lender in TN. Check existing Haven banking relationship. If banked at Pinnacle, the Crosby intro is one handoff.

VERIFY

THE POWER MOVE

Name actual borrowers in the meeting. Not in the email.

COI contacts cross-referenced against real SBA operator data. When a lender agrees to a call, Haven walks in with specific names from their own portfolio.

"William, we've been looking at the vet and dental landscape in Tennessee. There are operators in your space. Vet ophthalmology practices at \$8M+ SBA, dental practices at \$3.6M. They're approaching or past the ceiling. Without naming names, you know who they are better than I do. When those operators need their next facility, Haven funds it."

SAMPLE TALKING POINT: WILLIAM FRAZIER, LIVE OAK BANK

Generic outreach: "We work with SBA borrowers who hit the ceiling."

Specific outreach: names from their own portfolio, saved for the meeting.

MEETING-READY COLLATERAL

Everything Built. Nothing Left to Create.

Outreach Assets

- ✓ 25 personalized first-touch emails (ready to send)

- ✓ 25 LinkedIn connection messages

- ✓ 25 value-drop emails with channel-specific data

- ✓ Shock & Awe physical pack (one-pager, deal diagram, comparison card)

- ✓ 7-week outreach calendar with owner assignments

Sales Support

- ✓ Sales talk tracks for all 4 channels

- ✓ Top 5 objections per channel with responses

- ✓ Detailed meeting prep briefs for top 10 targets

- ✓ Pre-meeting brief for email distribution

- ✓ CRM-ready CSV (100 contacts with tracking fields)

3 Landing Pages Live

Brand Voice Document

SBA Operator Dashboard

Top 50 Enriched Operators

ACTIVATION

What Happens Next

1

Review the COI strategy

Walk through the 4 channels, 100 named contacts, and warm intro paths. Determine what makes sense and what doesn't.

2

Decide who tackles what

Assign outreach ownership across Greg, John, Jason, and Neil based on relationships and bandwidth.

3

Review collateral material

Outreach emails, talk tracks, objection handling, Shock & Awe pack content. Refine the voice and make it ours.

4

Improve content and go

Polish what needs polishing, cut what doesn't work, and start executing.



Haven Capital Partners

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Greg Jeffers

Managing Partner & GC

John Bradley

Partner, Originations

Neil Albritton

Partner

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