

EXECUTIVE SUMMARY


Palladium Anna
 Proposed General Population Multifamily Housing
 Anna, Texas



Proposed Housing

Palladium Anna is proposed to be a 180 unit, general population apartment home community located inside the Anna Town Square master planned community. Comprised of 1, 2 and 3 bedrooms, Palladium Anna will be a Class A+ constructed apartment home community that will fit into a well thought out and integrated master planned community. We believe our community will help catalyze commercial and retail development in Anna Town Square which will ultimately produce massive tax base for the City.

Palladium Anna apartment homes will target existing Anna workforce that is priced out of the current rental market elsewhere and would like to live in Anna. This will be accomplished through utilizing a source of equity that is administered through the Texas Department of Housing and Community Affairs (TDHCA). A portion of Palladium Anna’s units will be market rate and the rest will be rent controlled in order to provide Class A+ housing for the working class of Anna. Most of our rent controlled units will be at the 60% level detailed below. In addition we will have some units at the 50% level and a few units at the 30% level in order to serve seniors and veterans who are on very restrictive incomes.

	<u>Rent</u>	<u>Number of Bedrooms</u>			
		1	2	3	
	30%	\$382	\$459	\$529	
	50%	\$637	\$765	\$883	
	60%	\$765	\$918	\$1,059	
	Market Rate	\$1,020	\$1,224	\$1,413	

<u>Income Limits</u>	<u>Number of Household Members</u>					
	1	2	3	4	5	6
30%	\$14,280	\$16,320	\$18,360	\$20,370	\$22,020	\$23,640
50%	\$23,800	\$27,200	\$30,600	\$33,950	\$36,700	\$39,400
60%	\$28,560	\$32,640	\$36,720	\$40,740	\$44,040	\$47,280
Market Rate	-----Unlimited-----					



Our proposed luxury class community will be an amenity rich environment and will feel like resort living. Instead of designing a standard garden style apartment, Palladium Anna will be designed to look and feel high end. Our goal is to develop a community that not only we are proud to put our name on, but anyone would feel proud to call home. Standard in our units will be granite countertops and hard floor surfaces (not carpet). In addition we will include all the amenities listed below.

Common Amenities

- *Resort Style Swimming Pool
- *Gazebo, grills and picnic tables
- *Playground area with BBQ and tables
- *Splash pad/water feature play area
- *Resort style fitness center
- *Business Center
- *Club Room with catering kitchen
- *Full Perimeter Fencing

Unit Amenities

- *9' Ceilings in units
- *14 SEER HVAC units
- *Full Size washer/dryer connections
- *Usable Balcony or patio
- *Covered Entries
- *High Speed Internet access availability
- *Sprinklers throughout
- *Distinctive Floorplans

In addition, we hire a faith based non-profit called Apartment Life who will recruit a couple from a local church. We will give a free apartment to that couple whom we call the CARES Team. The CARES Team will host multiple parties and events every month and help neighbors get to know each other. This amenity is one of our most valuable as it establishes the human element that is needed in any community.



The Developer, Owner and Manager

Palladium USA is a privately owned company with over 130 years' experience developing and managing apartments around the world including Dallas, London, Paris, Milan, Dubai and many more. Our office is in Dallas, so we are local. We have developed and managed luxury high rise apartments, midrise and garden style all over the world. Regardless of the style or where we develop, we insist on an extremely high bar of excellence and luxury regardless of price point. We are not a merchant builder who will build and sell. It is our business plan to build and hold our assets long term. Therefore, we do not hire out development or management of our communities. We maintain a high standard of excellence through developing and managing ourselves. For more information on Palladium USA please visit www.palladiumusa.com.

Palladium Office Locations



Palladium Anna will pay 100% of its Ad Valorem tax obligation and intends to develop deep roots into Anna through relationships with the city, local churches, non-profits and others. We believe that the addition of Palladium Anna will be an asset that everyone will be proud to have in the City of Anna.

For additional information, please contact Ryan Combs with Palladium USA at 972-774-4435 or email at rcombs@palladiumusa.com.



PALLADIUM

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Palladium's Heritage and Strategic Perspectives

« We build with passion and pride to withstand the test of time »

The Palladium Group was founded in Northern Italy during the mid-19th century, when quality residential buildings were required to serve the urban growth generated by the industrial revolution.

Today, Palladium is an international group, which develops and manages residential and mixed-use projects in major urban areas in Europe and the United States, for its account and in partnership with private and institutional investors.

This strategy is founded on a dynamic balance between innovation and tradition, with the following key operating principles:

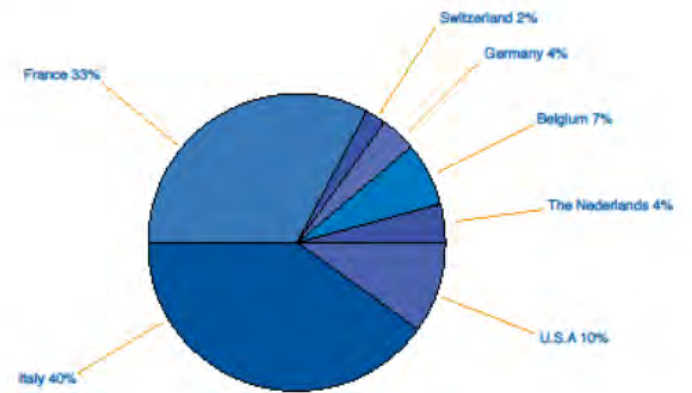
- Global vision combined with a respect for the culture of each country
- Focus on selected urban areas, each with a significant Group portfolio and service capability
- Creation of long-term value for the Group, its partners, clients and the ultimate end-users of the real estate
- Implementation of the best technical and managerial practices.



Palladium Office Locations



Breakdown of the Group Real-Estate Portfolio by Country



Development
Technical and
Marketing Services

Property
Management
Services

Construction and
Rehabilitation

Asset Management
and Investment
Services







INDUSTRY AWARDS:

- **NAHB Pillars** - Best New Loft Apartment Community Winner; Palladium (USA) International, Inc.; Canal Side Lofts
- **HBA of Dallas, McSam Award** – Best Multifamily Rental Community Winner; Palladium (USA) International, Inc.; Grand Treviso Apartments
- **NAHB Pillars** – Most Creative Financing Winner; Palladium (USA) International, Inc.; Grand Treviso Apartments
- **Multifamily Executive** – Best High Rise Multifamily Development Winner; Palladium (USA) International, Inc.; Grand Treviso Apartments
- **NAHB Pillars** - Best High Rise Finalist; Palladium (USA) International, Inc.; Grand Treviso Apartments
- **NAHB Pillars** – Best High Rise Finalist; Palladium (USA) International, Inc.; Verona Apartments
- **NAHB Pillars** - Best Leasing Center Winner; Palladium (USA) International, Inc.; Grand Venetian Apartments



NATIONAL ASSOCIATION *of* REALTORS®



NMHC National Multi Housing Council



T A A H P

MEMBER



APARTMENT ASSOCIATION GREATER • DALLAS



TEXAS APARTMENT ASSOCIATION

REFEA Real Estate Financial Executives Association

Member



NAHB

NATIONAL ASSOCIATION OF HOME BUILDERS



Urban Land Institute



TEXAS ASSOCIATION OF BUILDERS



Dallas Builders ASSOCIATION

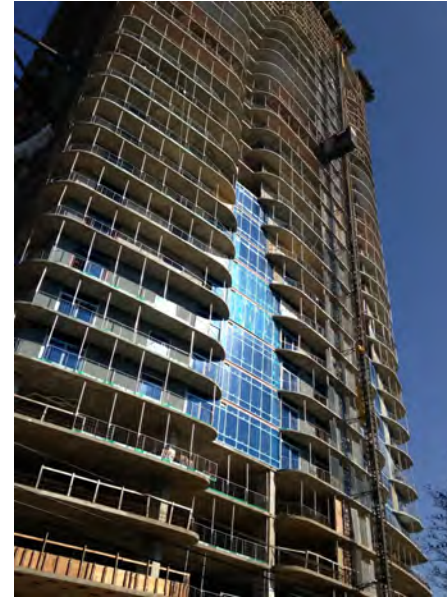
Palladium High Rise Experience, Development & Management



Verona, Dallas



Alpha Tower, Dallas



Wesleyan, Houston



1400 Hi Line, Dallas



The Heights, Dallas



Grand Treviso, Dallas



Davis Building, Dallas

Palladium Mid-Rise Experience, Development & Management



Canal Side, Las Colinas



Sorrento, Dallas



The Arts, Dallas



Eilan, San Antonio



Drexal, Dallas



Ablon at Frisco Bridges, Frisco

Palladium Garden-Style Experience, Development & Management



Grand Venetian, Irving



Vail Village, Dallas



Palladium Aubrey



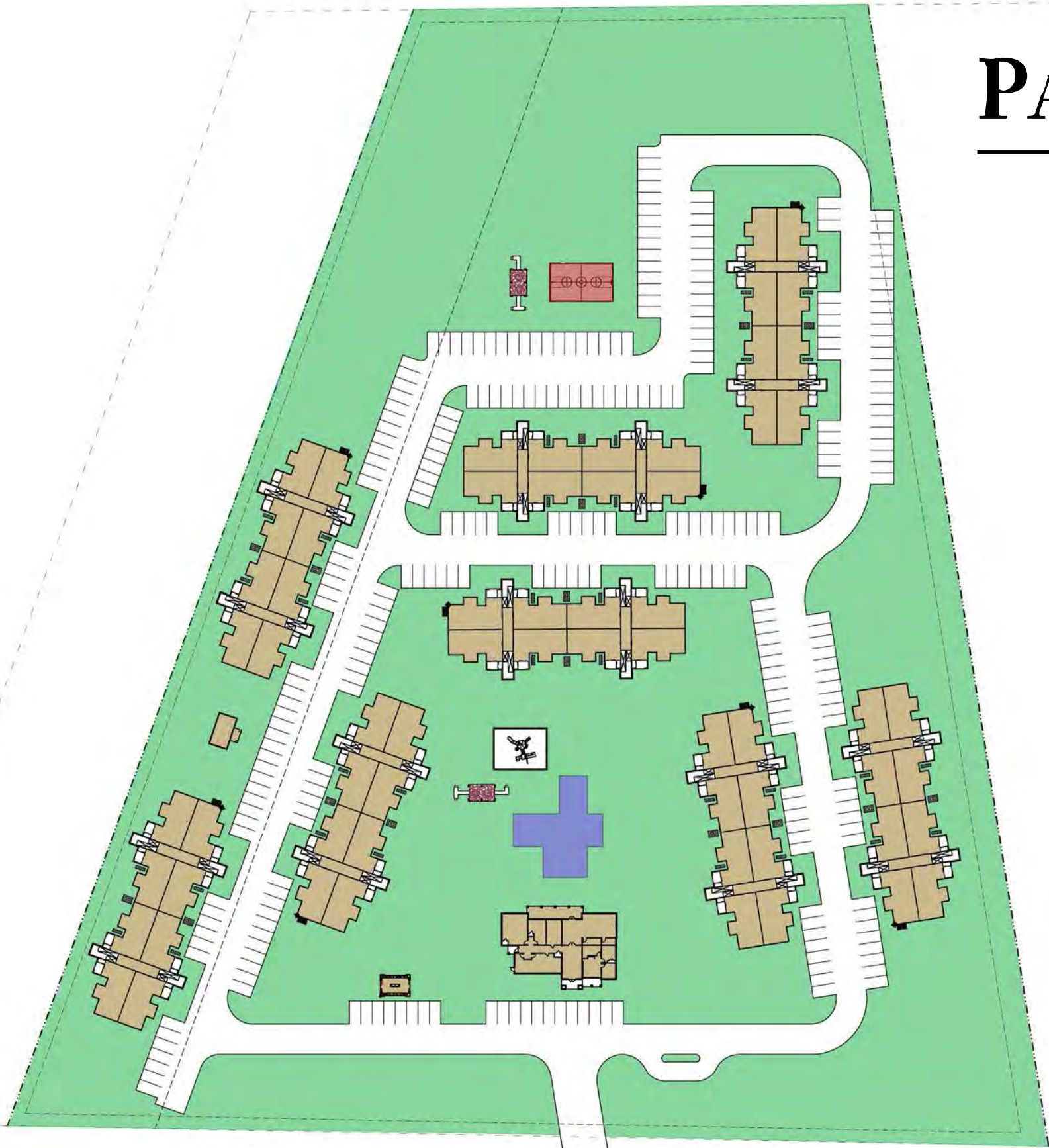
Palladium Midland

PALLADIUM ANNA

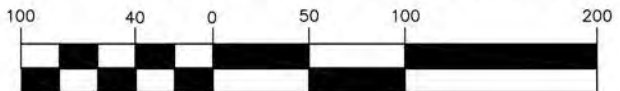


PALLADIUM ANNA

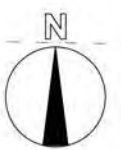
ANNA APARTMENTS
ANNA, TEXAS



GRAPHIC SCALE



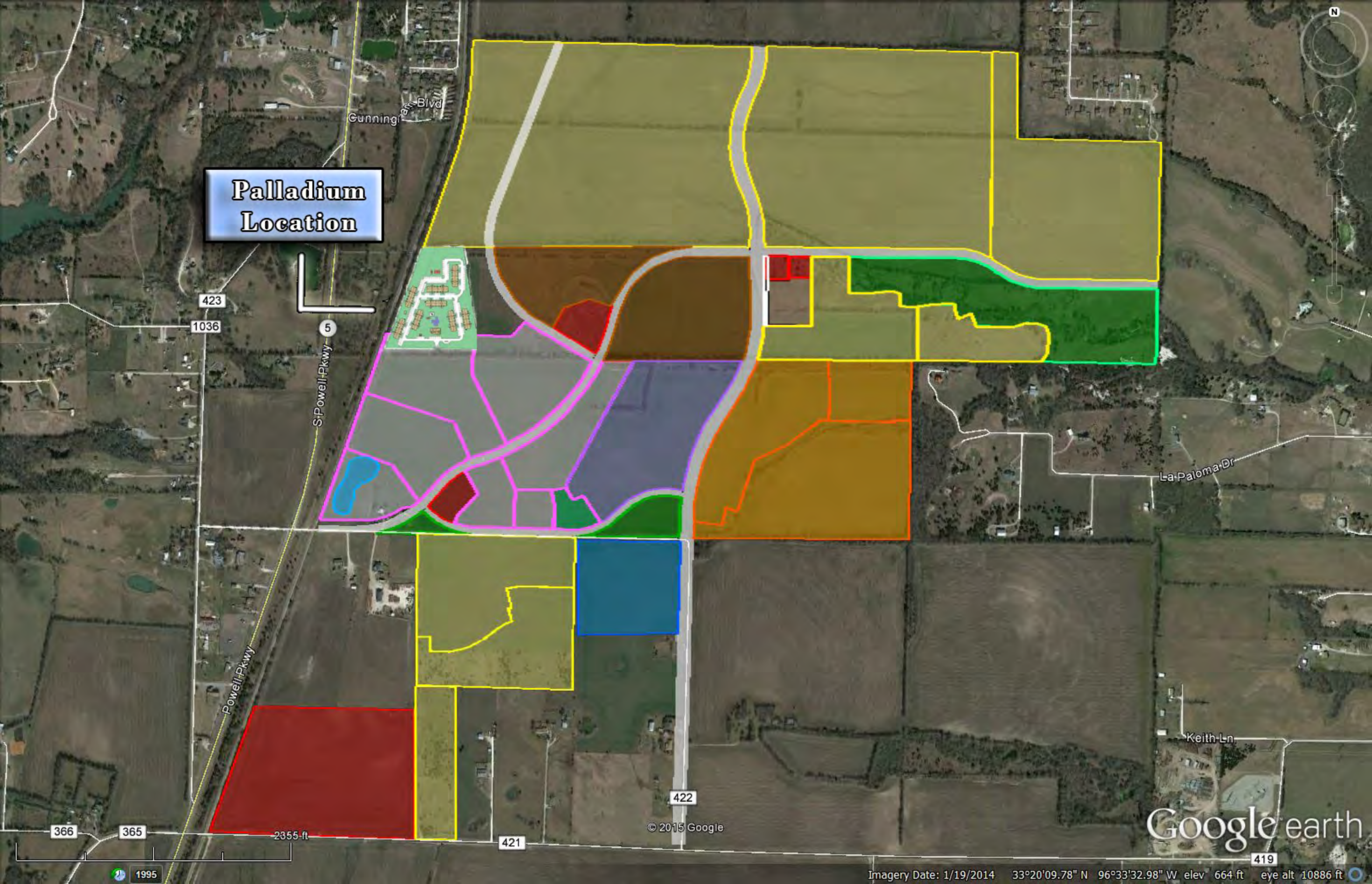
(IN FEET)
1 inch = 100 ft.



SITE PLAN



Palladium Location



423

1036

5

S. Powell Pkwy

Gunning Blvd

La Paloma Dr

Keith Ln

422

366

365

2355-ft

421

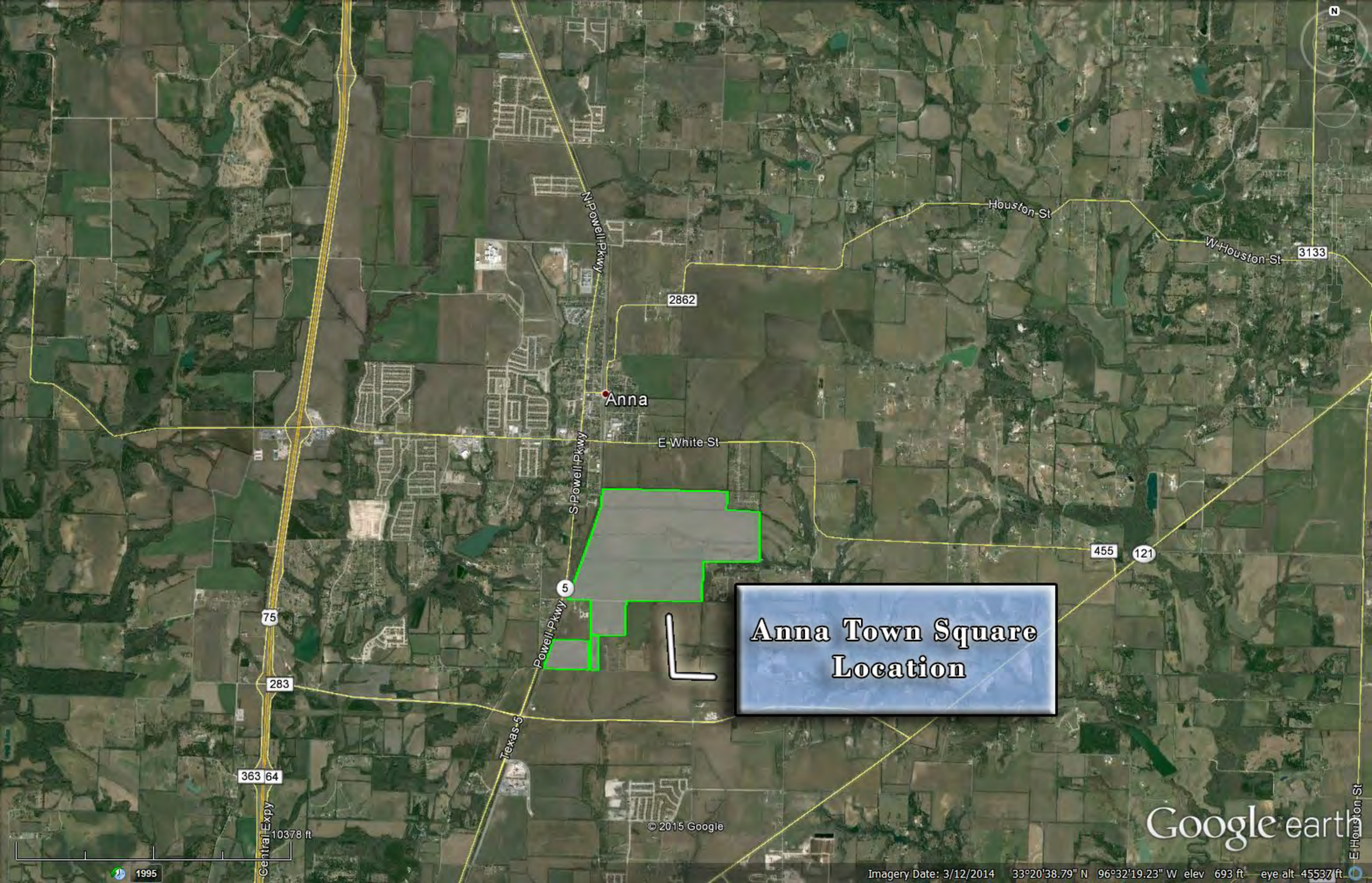
419

© 2015 Google

Google earth

Imagery Date: 1/19/2014 33°20'09.78" N 96°33'32.98" W elev 664 ft eye alt 10886 ft

1995



Anna

**Anna Town Square
Location**

Google earth

N Powell Pkwy

S Powell Pkwy

Powell Pkwy

Texas-5

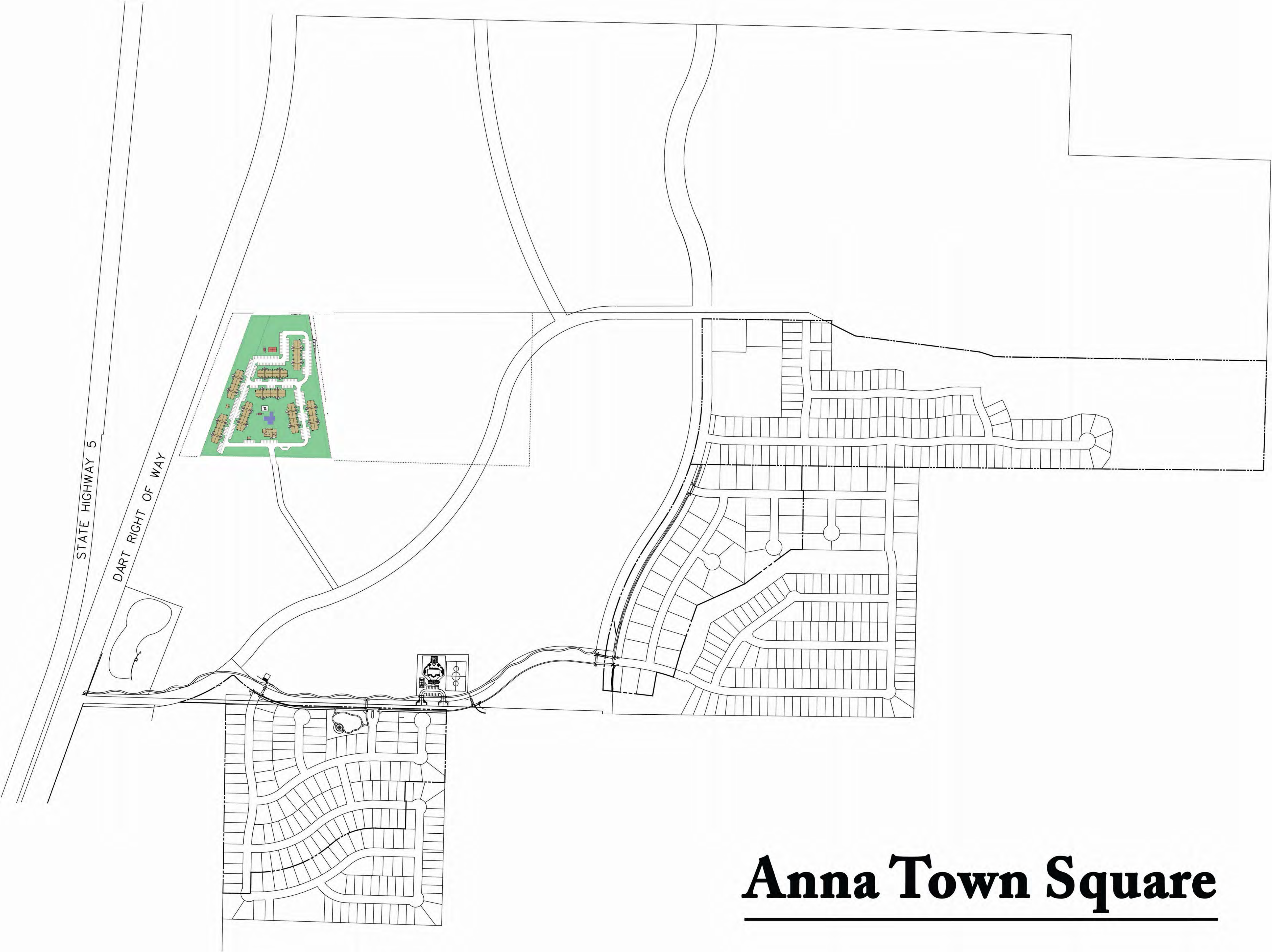
Houston St

W Houston St

E White St

Central Expy

E Houston St



STATE HIGHWAY 5

DART RIGHT OF WAY

Anna Town Square

Select Common and Unit Amenities

Select Common Amenities

- Swimming pool with fountains
- Gazebo with sitting area, grills and picnic tables
- Community laundry room with washer and dryer sets
- Barbecue grills and picnic tables in playground area
- Children's playground
- Splash pad/water feature play area
- Furnished fitness center including stationary bicycle, elliptical trainer, and treadmill or other similar equipment
- Full perimeter fencing
- Common area Wi-Fi
- 100% masonry exterior

Select Unit Amenities

- Distinctive one, two, and three bedroom units from (proposed) 760-1188 sq. ft.
- Covered entries
- Nine foot ceilings in living room and bedrooms
- Microwave oven
- Self-cleaning or continuous cleaning oven
- Refrigerator with icemaker
- 14 SEER HVAC units
- Full size washer/dryer connections
- Balcony or patio
- Smoke alarms and sprinklers throughout
- Wired for phone, cable and Local Area Network (LAN)
- High speed Internet access available

Typical Interiors





Amenities

Swimming Pool



Cabanna



Dog Park



Playground

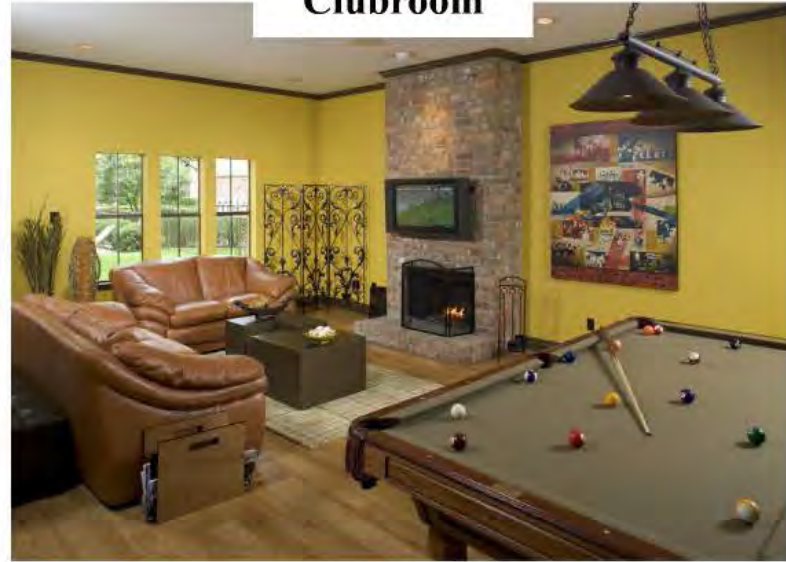


Amenities

Fitness Center



Clubroom



Conference / Learning Center



Coffee Bar and Lounge





Palladium Anna Apartment Homes **Our Residents**



RENT

	Number of Bedrooms		
	1	2	3
30%	\$382	\$459	\$529
50%	\$637	\$765	\$883
60%	\$765	\$918	\$1,059
MRKT	\$1,020	\$1,224	\$1,413



INCOME LIMITS

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MRKT	-----Unlimited-----					

OUR RESIDENTS

- Employees of the School Districts
- Public Servants (Fire, Law Enforcement, City, Etc.)
- Veterans
- Senior Citizens
- Preschool & Childcare Workers
- Retail & Restaurant Workforce
- People who commute to Dallas or McKinney for work but prefer to live in Anna



Palladium Anna Apartment Homes **Economic Impact**



LONG TERM IMPACT

- Addition of a \$20+ Million Dollar development in the city that will catalyze positive development in the city as well as the Anna City Center development
- Full Ad Valorem taxes to be paid to the city and the schools
- Housing for Workforce
 - Regional housing for workforce for the school districts & major retailers keeping those workers resources in the local economy
- *Total ONE-Year local Impact
 - \$7.9 million in local Income
 - \$827,000 in taxes and other revenue from local government
 - 122 local jobs
- *Total Recurring Impact
 - \$2.4 million in local income
 - \$441,000 in taxes and other revenue from local government
 - 30 local jobs

*National Association of Home Builders



APARTMENTLIFE™

CARES PROGRAM





"Apartment Life? CARES? CARES program? What's the difference?"

We're glad you asked!

Apartment Life is who we are, and the CARES program - CARES for short - is what we provide to the apartment industry. The CARES program is a community building and resident retention program that provides business value to apartment owners and management companies while making a lasting difference in the lives of apartment residents.

The CARES program is carried out by a CARES Team (a married couple, family, or "team of two"). Once recruited, each CARES Team is placed into apartment communities to live onsite and work with the management team to build community and serve residents by doing things that flow naturally out of the Christian lifestyle - welcoming new residents, planning social events, and CARE-ing in times of need. Our teams have been compared to campus RA's, first responders, Mom and Dad, life of the party, and even the heartbeat of the community.



WANT TO LIVE A LIFE THAT CHANGES A COMMUNITY?		GET MORE INFO ▶		
	JOIN THE MOVEMENT ▶			WHAT'S THE IMPACT ▶
APARTMENT LIFE INTRODUCTION	<p>Apartment Life desires to be the change within apartment communities and exists to foster environments where apartment residents can build quality relationships with their neighbors through a renewed focus on community.</p> <p>LEARN MORE ▶</p>			



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“Changing lives - one apartment home at a time.”

Palladium USA