

Legacy In Motion

Pioneering a Multigenerational Capital Platform

Reichard Capital is a private equity firm focused on investing in real estate and complementary sectors.

About Reichard Capital

We believe long-term value in real estate stems from location and ecosystems that support how people live, work, and thrive. Our team brings, on average, over two decades of experience across for-rent housing, real estate acquisitions, dispositions, and finance—complemented by deep expertise in insurance, technology, construction, and education. These interconnected verticals form the foundation of our differentiated approach. By owning and operating for-rent housing assets enhanced with technology, safeguarded by insurance, and supported by knowledge and talent, we create resilient, scalable platforms that should generate enduring value and compounding returns over time.

Investment Thesis

Utilizing our proprietary RTP (Reichard Technology Platform) we intend to facilitate successful investments in Build-to-Rent (BTR) and For Rent Multifamily (MFR) assets.

Build-to-Rent (BTR)

- 2020 – 2024 New assets
- Desired purchase occupancy between 65 - 80%;
- Lease up occupancy of 95%
- Minimum 100+ units
- Southwest and Southeast
- \$25 million - \$150 million
- Conservative leverage

For-Rent Multifamily (MFR)

- Vintage assets <15 years old
- Desired stabilized occupancy between 85%-95%
- Minimum 150+ units
- Midwestern and Sunbelt
- \$25 million - \$150 million
- Conservative leverage



Our Philosophy



Technology Enabled

We are a technology-first company in a sector with low technology adoption and that creates alpha opportunity.

Systems Thinking

We look at real estate assets as part of a greater ecosystem and that gives us a unique lens.



Thriving Rental Hubs

We focus on markets with intellectual capital and cultural durability, it's where we've always won.

Ecosystem Building

We don't want to just build a next gen real estate business; we want to build the entire ecosystem to support it.



People At The Core

We are driven by a human centric investment model, because it serves all stakeholders, from tenants to investors.

The coming decade demands a complete reimagining of real estate investment principles.
Reichard Capital has the people and the resources to do it

\$10 Million Preferred Stock Term Sheet **\$4.7 Million Raised ⁽¹⁾**

(as of March 31, 2025)

Purchase Price	\$100.00 per share	Minimum is \$100,000. Management may accept lesser investment at sole discretion. Max purchase amount is \$3 million
Investment Focus	Multifamily Residential & Build to Rent	Excludes SFR investments
Geographic Focus	BTR: Sunbelt and Mountain West	MFR: Midwest
Preferred Return	8% upon deployment of capital	
Summary Term	Callable on 1/1/2029 at accrued preferred return plus \$110/preferred share. Conversion until 12/31/2030.	
Balance Sheet Leverage	20% - 30% Target	No less than 1.25 DSCR (debt service coverage ratio)
Use of Proceeds	See related use of proceeds sheet	
Equity Ownership	Up to 20% if the maximum amount is raised, proportionally if lower	The preferred shareholders will retain up to 20% of the holding company after all convertible preferred securities plus interest have been returned as additional ongoing cash flows

(1) All terms qualified by the offering documents in their entirety which supersede in the event of any conflict with terms above.

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