



ARTERRA LUXE

Introduction to the Arterra Luxe brand.

Join the evolution.

What is the evolution of real estate? It's redefining the present with a focus on the future. It's unsurpassed knowledge of the product. It's providing resources and support that position our Advisors for success. It's instilling a culture of community that is human-centered where relationships are valued and cultivated.

It's also wealth building and income at every transactional touchpoint. It's shared stock, mortgage, and title controlled through one centralized pipeline. It's utilizing emerging technologies like NFTs, Crypto, and Blockchain to streamline processes, increase passive income, and deliver a fast and secure client experience.

Arterra is the source for any home service, giving our clients unrivaled support at any stage of home ownership.

Knowledge. Community. Prosperity. Technology.

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Meet Your Leadership Team.



Vito Terracciano
Owner & Co-founder

Vito is a veteran of the luxury home building & real estate industries. His vision has taken previous endeavors internationally, one with over \$800 million in annual sales. As a true visionary, he founded Arterra with the intention of evolving the industry, forever.



Lindsey Sundin
Chief Executive Officer

Lindsey came to Arterra after over two decades leading and growing luxury real estate companies. Her experience paired with Vito's vision places Arterra Luxe in a unique position to truly change the face of the industry.



Lynn Hebert
Chief Financial Officer

Lynn has worked with Vito for many years and keeps her finger on the pulse of the business. She manages the financial, legal, and on-boarding processes, while remaining available to anyone who needs her. The value she brings is immeasurable.



Brandon Vanno
Director of Marketing

Brandon brings more than 15 years of creative and marketing experience to the Arterra family. His experience with national and multi-national companies is advantageous to Arterra as we position ourselves to be in the forefront of the industry.



Keith Roberts
IT Support Leader

Keith has worked with Lindsey as an IT professional for many years and is the ultimate problem solver. His knowledge of the real estate industry combined with his technical acumen make him one of the most valuable assets on the team.

Arterra Luxe Growth Strategy.

1

Build stature & gain market share in current top-tier markets.

2

Expand into growing markets with regional like-minded leadership.

3

Add ancillary services to brokerages, including mortgage, insurance, title, etc.

4

Utilize technology to enhance the client experience & stakeholder ROI.

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Unique Experience & Value.

Our founding team brings over 70 years of award-winning experience buying, selling and building residential real estate, making us uniquely qualified and bringing unrivaled value to our services.

- We offer our Advisors next level training and education in the product they are selling.
- Knowledge gained from our trainings is passed to the client, enabling them to make informed decisions.
- Our Advisors use connections in the building trades to service their customers needs.

In addition to unrivaled product knowledge, our Advisors have access to unparalleled resources and support which generates additional revenue while saving money and time.

- Robust lead generation (Zillow, Google, Social).
- Social media training & assistance.
- Generous on-boarding kit.
- Company paid listing photos & signage.
- Custom marketing materials w/ MLS integration.
- Industry related company training sessions.

We have a top-tier industry pay structure for our Advisor's commissions. In addition, Arterra offers a way for real passive income to be earned so that Advisor's have a mechanism in which to retire.

- 80/20 split with 100% commission after \$20,000 cap is paid.
- Corporate advisor fee 6% until it caps at \$3,500.
- Loyalty program - 3 years 85/15, 5 years 90/10.
- Generous cash cap program (*Received back in cash installments).
- Wealth building opportunities via revenue & profit sharing.



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Target Markets & Advisors.

Our target markets are affluent urban and suburban locations with household income levels well above the national average. Ideally, home values remain steady and home quality is high. As such, we will continue the following:

- Developing presence and gaining market share in top Michigan and Florida markets.
- Identify top-selling markets on a national level.
- Seek leaders nationally who align with our company culture and growth strategy.

Our target agents are ambitious professionals with proven track records of success. Ideally, they are distinguished, self-reliant, and assertive, with a touch of compassion & empathy. As such, they should meet the following criteria:

- Established and consistently closing 20+ units annually.
- Newer agents closing 6+ units annually.
- Aligned with our company culture.
- Motivated to grow a bigger business.



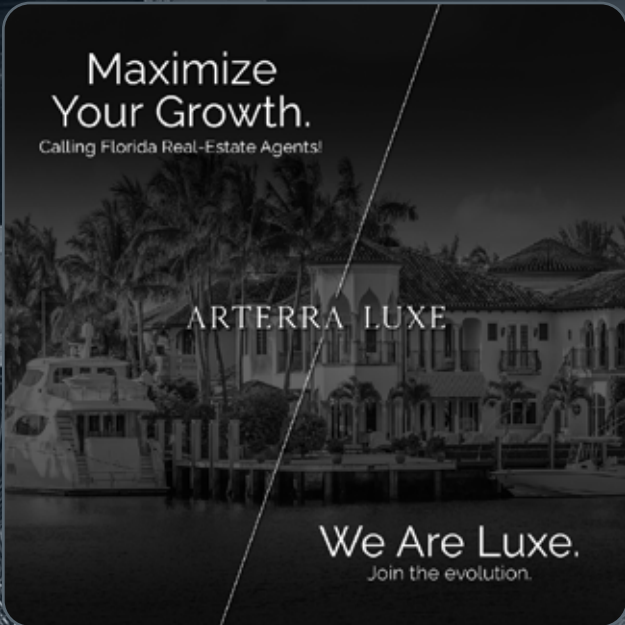
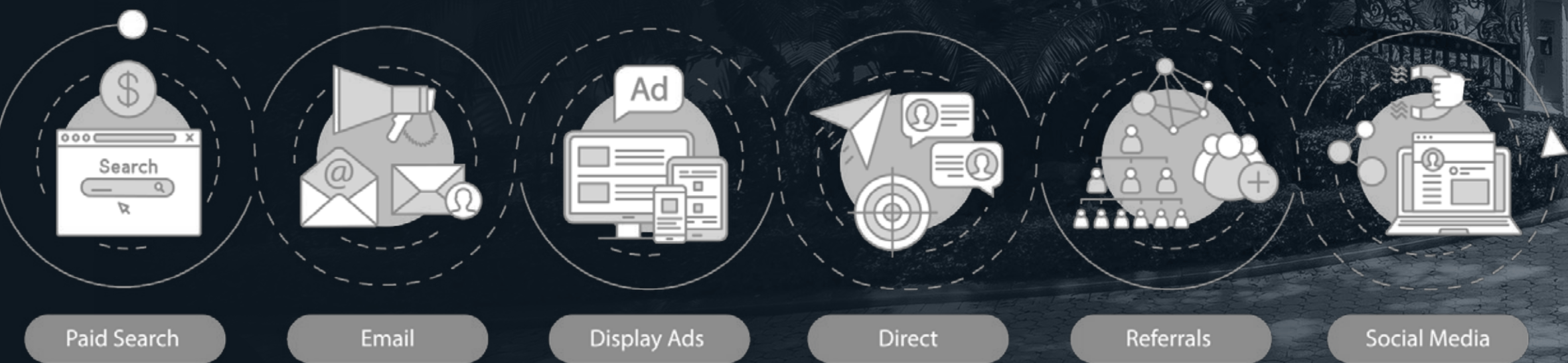
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Marketing Strategy.

Our marketing approach is evolving as we expand into new markets. We have had tremendous success with our recruiting campaigns in Michigan and Florida. As the business grows and becomes more profitable we will scale these efforts and allocate capital toward methods of consistent national exposure (e.g. commercials on preferred streaming platforms).

- Build awareness and status by attracting agents and clients through Social Media posts and campaigns, promoting hi-caliber acquisitions, and company-focused marketing centered on our unique and exceptional differentiators.
- Enhance industry credibility by gaining client and Advisor reviews and testimonials on various online platforms.
- Production of a modern, high-quality recruiting video to aid in campaign efforts online, at recruiting events, in offices, and other various avenues.
- Marketing content focused on our culture, wealth building, client experience, Advisor’s stories and successes, and how emerging technologies will benefit the customer.



Building the Right Team.

Realtors who are looking to widen their scope and consolidate their presence in the business will find building a team to be one of the most lucrative things they have ever done in their career. By building a team, a realtor can go from having limited outputs to doing so much more in such little time. At Arterra, we not only support the development of teams, we help grow them for you by placing Advisors on your team.

- Recruiting
- Compensation Plans
- Training
- Coaching
- Accountability



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Your Goals Matter.

Our high caliber advisors are driven beyond the roll of a typical real estate agent. We work with you to analyze your dreams and ambitions and develop a plan for the future. Why? Because our people matter here. You can go as far as you want to with Arterra, because our goal is for you to achieve yours. The following are some examples:

- Open your own brokerage.
- Become licensed in multiple states.
- Break into new and bigger markets.
- Plan for your financial future.



Nusrat Moghul found her own brokerage, powered by Arterra, in January, 2021.



Paulina Faranso joined Arterra Luxe in Michigan and now is licensed in Florida as well.



Kristina Martin started as an Advisor and is now Sales Manager of a building company.



Tom Leone is a new construction home builder and an Arterra Advisor.

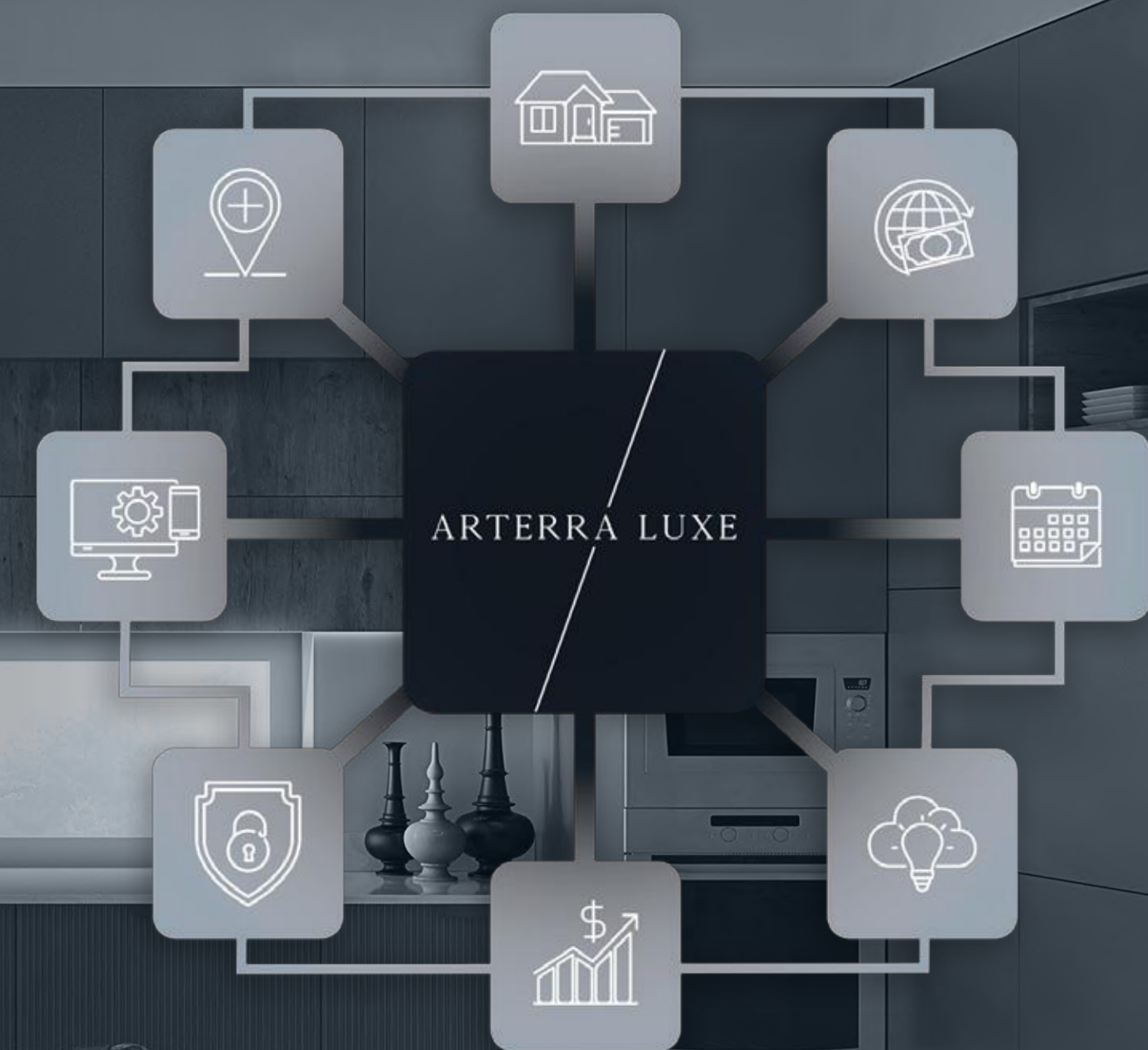
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Embracing Technology.

To date, developments in technology have not done a lot to help the client. Efficiencies are generally limited to helping the agents, often proving to make the transaction more cumbersome. The blockchain will simplify a transaction and create efficiency. Similarly in the automotive industry, Carfax created transparency in the duration of a sale. Title and mortgage taking place on the blockchain will allow every aspect of the transaction to be documented and accessible at the click of a button.

- Clients will no longer have concern about who the real owner of a property is on title, closings can take place the moment money is available and mortgages will be practically instantaneous.
- We are becoming experts in completing real estate transactions utilizing crypto currencies.
- Arterra will Mint NFT's for individual properties in a safe and compliant manner to earn an override on all future sales of the property.



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Moving Forward.

What are your goals? At Arterra Luxe, we believe in keeping as much money in the agent's hands as possible by providing them with multiple streams of income. Our advisors' goals are our goals, and we are working on putting every system in place to get them there.

Earning additional income on mortgage, title, and insurance, are the easiest place to start for a real estate company. Long-term, by creating a customer for life, Advisor's at Arterra Luxe will have the opportunity to make money on almost any good or service that clients are using in their homes.



And So Much More...

We are partners. We are confidants. We are Luxe.

Our journey is just beginning. Armed with the right staff, the best Advisors, and the strongest partners, we are taking this endeavor to the top. It's not about the money, well, mostly. It's about creating something new. It's about making something better. It's about changing an industry, forever.

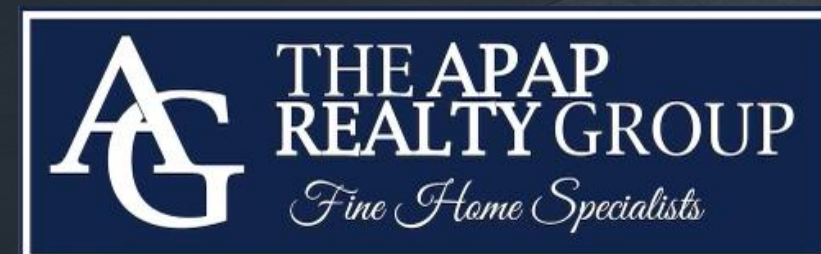
Now that you have seen the value, vision, and possibilities, join us in the evolution. Real estate is just the beginning. One day soon, every home service, from the sell or purchase, to remodels and repairs, to appliances, and anything in between, will funnel through Arterra. Powerful technologies, already in existence, will enable us to control every aspect of home ownership, and send money back into the hands of the original seller every time it sells. Homebuyers/sellers won't want to go anywhere else because of the services we provide. In the end, everybody wins.

By joining Arterra, you and your team will have immediate success, as well as numerous financial benefits to build a lasting legacy.

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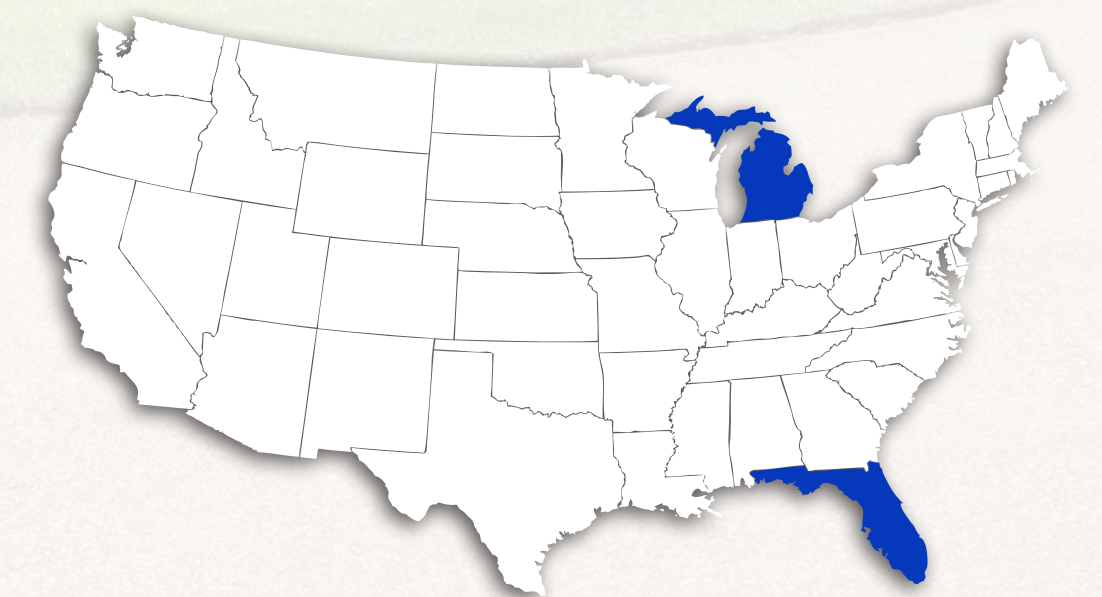


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*A MERGER OF ARTERRA LUXE AND THE APAP REALTY GROUP WILL
CREATE WAVES IN THE MICHIGAN AND FLORIDA MARKETS, BRINGING
TWO FORMIDABLE TEAMS TOGETHER WHILE POSITIONING BOTH FOR
EXPANSION AND ENORMOUS SUCCESS.*

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Apap Transition: Controlling the Narrative.

We understand your concerns, and have the solution.

Controlling the narrative of the transition is key in maintaining your credibility in the market and trust of your clients. With this in mind, we would execute that narrative in the following ways:

- Press release distributed across Michigan media sources with emphasis on the Metro Detroit area.
- Stylish digital and printed ads with experts from the press release to maintain consistency of message.
- Digital ads would click through to full press release or article utilizing the same content.
- Produce and promote video messages from The Apap Realty Group and Arterra Luxe leadership.

Michigan's First Family of Real Estate has Joined Forces with Arterra Luxe!



I had to be a part of this opportunity. Arterra Luxe is the evolution of real estate within the luxury market. Having ownership of a local business, one that is so visionary, is a life-changing opportunity for me. I have always dreamed of having the opportunity to impact my community as a business owner. Partnering with Arterra Luxe fulfills this dream and creates efficiencies for our clients that we are thrilled about. In addition, it will bolster the local economy, particularly in this area, which I truly love.

John Apap - The Apap Realty Group

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FIND OUT MORE!

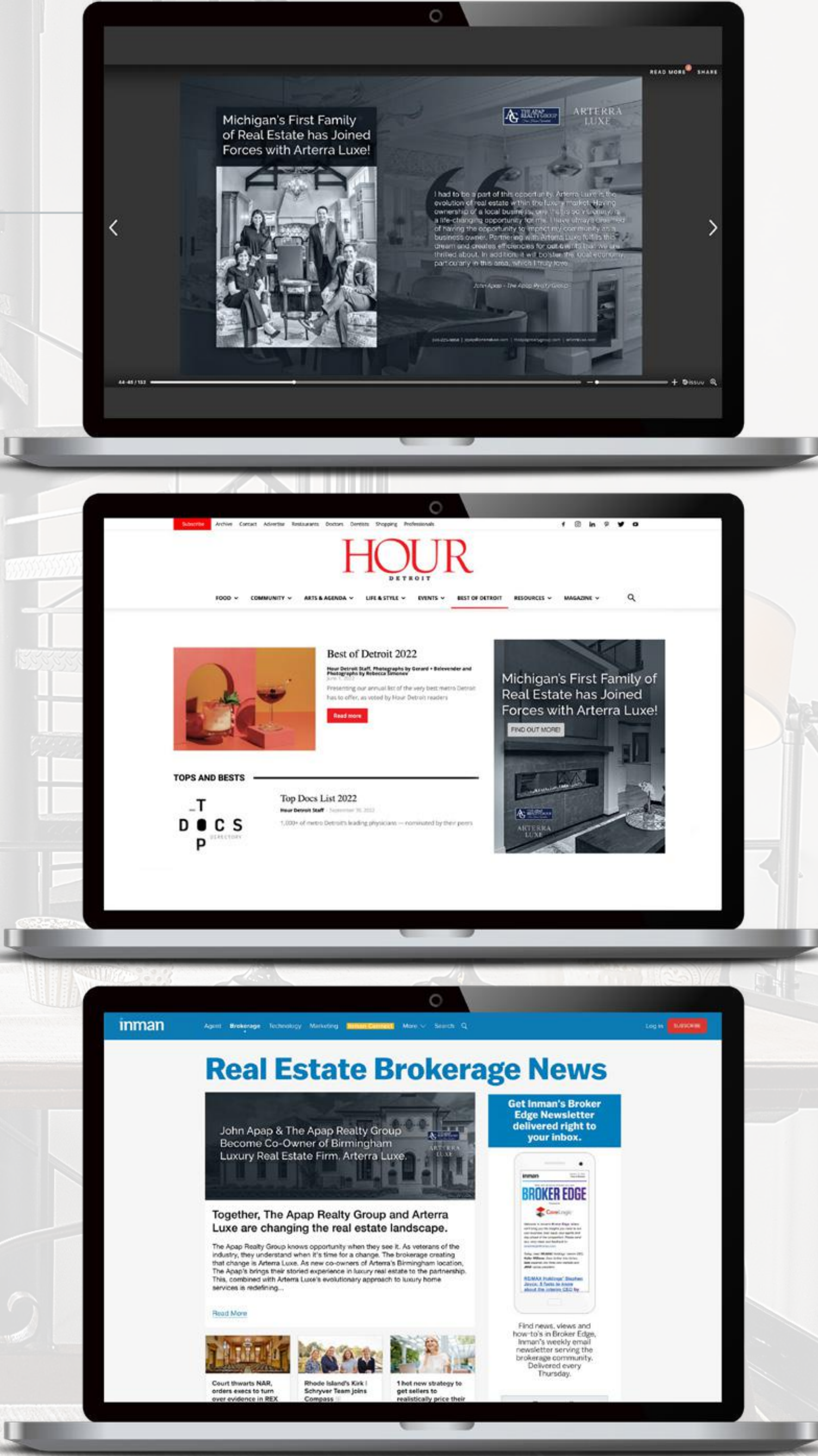


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John Apap & The Apap Realty Group Become Co-Owner of Birmingham Luxury Real Estate Firm, Arterra Luxe.



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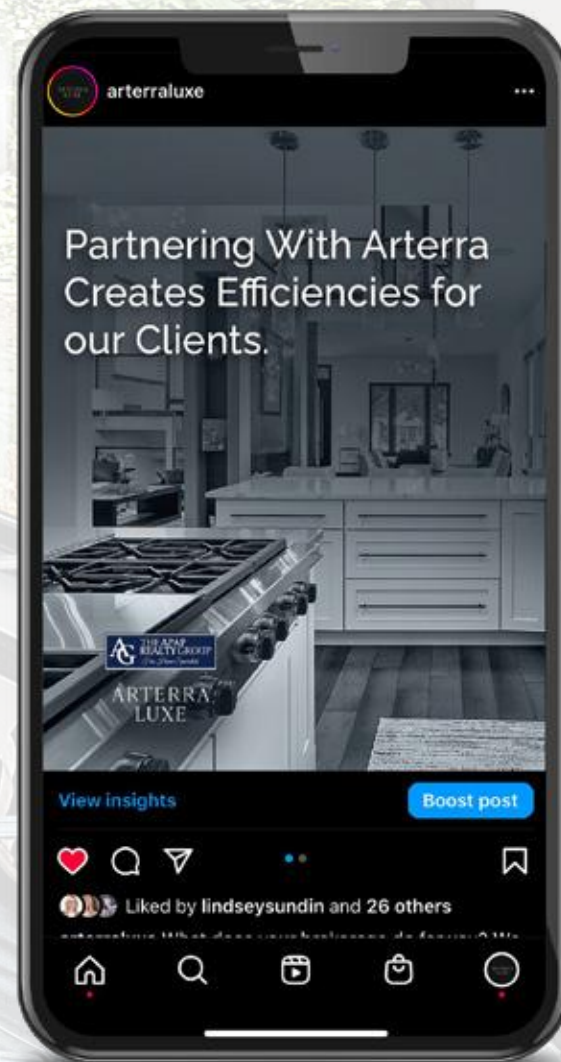
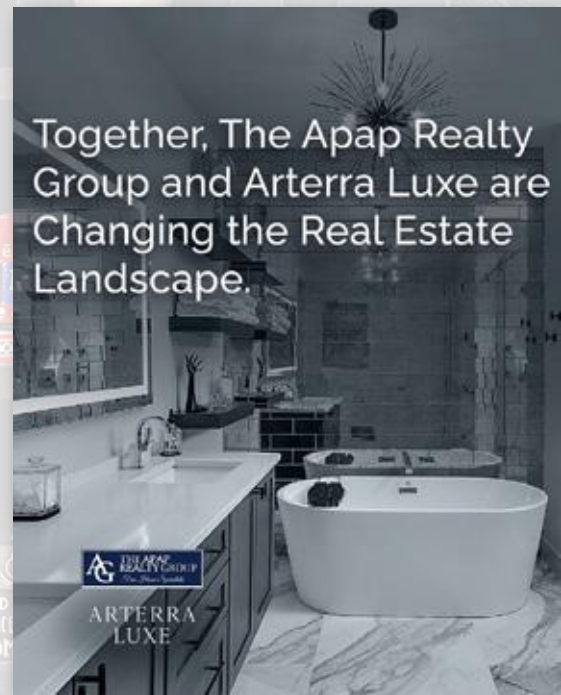
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Apap Transition: Campaign of Excitement.

Keeping a consistent campaign on social media.

Part of controlling the narrative is a consistent message across social media. Like most forms of media, the more people see it the more it becomes reality. We are already very active, so lets use this momentum to spread the message.

- Three posts a week for with messages from the original press release and imagery from Apap listings.
- Boosted ads across Instagram and Facebook with targeted demographics.
- Maintain an elegant visual feel to compliment the positive messaging.



Flow of campaign from announcement, to direct quotes, to big picture ideas, to specific benefits.

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Apap Transition: Your Arterra Events.

Nobody does events like we do. Our industry events enhance visibility and drive business.

Your Luxury Unlocked & Product Knowledge events will be revered by your team and admired by your competitors. Utilize our industry connections and wealth of product knowledge to educate your team and position The Apap Realty Group as the premier luxury real estate group in Michigan and beyond.



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Elite Service for Elite Clientele.

Arterra Luxe is uniquely qualified to support high-profile individuals with their exclusive real estate needs.

Our evolutionary approach to home services, paired with our prestigious associations in the business community, position Arterra Luxe as the premier brokerage for ultra luxury buyers, sellers, and custom builders.

- Targeted clientele includes corporate leaders, professional athletes, influencers, and other revered individuals.
- Arteva Homes has already supported elite homebuyers, including executives from leading Michigan businesses.
- Positioning Arterra Luxe as the premier source for this caliber of client drives business within this segment.
- As co-owners of Arterra Luxe, The Apap Realty Group will support this clientele and prosper as a result.



Saddiq Bey
Detroit Pistons

Dr. Robert DiPilla
Official Dentist of Detroit Pistons

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It's Time to Celebrate!

There is no party like an Apap party.

Seriously though, we would be honored to become a part of the Apap legacy. We've asked you to join our evolution, and we've shown you the opportunity. We are completely aware, however, of all that your family brings to the table. In a mutually beneficial partnership of this magnitude, a celebration is in order!



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