



Business Overview

9515 Santa Clara Drive; Fort Worth, TX USA 76116

September 21, 2022

info@GoodByeOldHome.com

817-438-0098 (office)

What We Do

Our primary business; we buy distressed properties, renovate these properties, and sell these properties on the retail marketplace to homeowners and investors. Our auxiliary businesses support our primary business;

- ✓ We provide turn-key construction on unoccupied, investor-owned residential and commercial properties.
- ✓ HVAC design and installation services.
- ✓ Foundation repair.
- ✓ Residential roofing.
- ✓ Investment property marketplace. We match wholesalers and investors.
- ✓ Real Estate agent team.



GBOH Technology is a subsidiary that provides fiber optic testing, characterization, and splicing services for the major data centers in the western hemisphere.



You can find [news and updates on some of our projects here](#).

Keep updated with [our national YouTube channel here](#) and our [Texas regional YouTube channel with local news and project updates here](#).

Our consumer websites;

<https://net.webuyhouses.com/>

<https://webuyhouses.com/>

Our corporate websites;

<https://www.goodbyeoldhome.com/>

<https://gboh.online/>





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Why We Do It

We provide good homes to good people at good prices.

How can you participate?

1. Area Development Managers. Licensed agents or people who are pursuing a TREC or OREC license in key areas in Texas and Oklahoma. We provide training on purchasing distressed houses. We show you how to establish pricing with our proven, simple formula.
2. Short term lenders. We pay well above market rates when you find our project houses. Your collateral exceeds your investment from day 1. Fully secured with a recorded Deed of Trust. Fully insured against loss. You are our financial partner on houses start to finish. Terms 18 months, typical hold time less than 12 months. Many of our lender partners use self-directed IRAs administered through Equity Trust Corporation.
3. Long term lenders – “in house” housing financing. We pay well above market rates, typically 2% less than our short term partnerships. Our “in house” financing to buyers of our retail homes . Fully secured with a recorded Deed of Trust. Fully insured against loss. You are our financial partner on houses start to finish. Terms 15 years, typical hold time less than 10 years. Many of our lender partners use self-directed IRAs administered through Equity Trust Corporation.
4. Long term capital – partner with our geographic expansion. Partner with secured debt or equity.
5. Wholesalers. We are a reliable buyer of houses in Texas and Oklahoma. We close on time and honor our negotiated terms.

The Market Opportunity

A primary problem in the growing Texas economy – too little affordable housing. People are moving to Texas from all over the United States and the world, and housing starts are not keeping up with demand.

Our solution – we purchase substandard houses at a deep discount. Repair and renovate these houses, turning them into safe and affordable housing. We improve communities and earn solid financial returns. Our clients build equity and security.

GBOH solves problems with difficult properties by:

1. Buying residential properties that are physically or financially distressed. These problems can be situational, physical, legal, or financial - any house that is unsafe, unattractive, or involved in a complex situation that impacts the sale of that house.
2. Fixing the problem.
3. Sell affordable houses to home buyers.

How We Work

Four steps to our business.

1. Finding suitable houses.

Buying the right house at the right price has always been the key to success. We partner with the best. We advertise and operate as WeBuyHouses.com through this partnership. We hold the exclusive license for WeBuyHouses.com in 82 Texas and Oklahoma counties.

People reach us primarily through our web sites <https://webuyhouses.com/> and <https://net.webuyhouses.com/>.

People also find us through various paid and free media including outdoor advertising, social media, print advertising/mailers, and broadcast media.

People trust us to provide them with sensible choices for their housing problems. This generally means buying their house at a discount for cash – quickly and with no hassle. Other options are assuming responsibility for existing mortgages, marketing properties to other investors, listing properties for sale to the public, purchasing properties for back taxes.

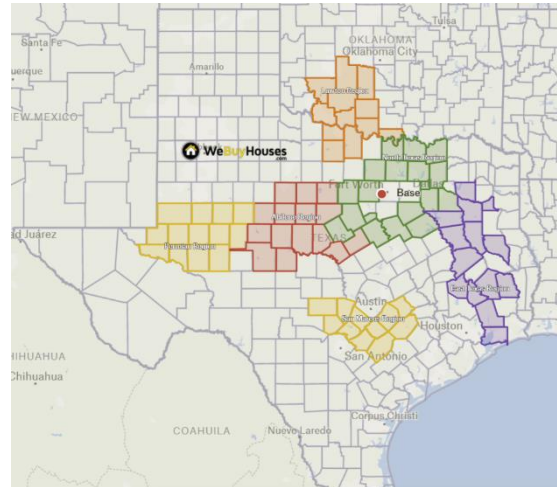
We use a data-driven approach to determining our optimum offer. Using market data that is pertinent to the target property, we buy at a graduated discount from the expected “After Repair Value” based on the median “Days on Market” for these comparable properties. Our formula; $(ARV * Discount Factor) - Estimated Repairs = Maximum Offer$.

- ARV or “After Repair Value”. The median value of similar properties. Bracketed by age, construction type, location, school district, style, and size.
- Discount Factor. Sliding sale from 0.75 to 0.5, based on median Days on Market for these similar properties.
- Estimated Repairs. We use 81 inspection points to arrive at a repair estimate based on current materials and labor pricing. Our form makes estimating easy.

2. Funding the purchase.

We use private lenders to finance the purchase of these houses. The advantage to us, we can quickly and efficiently purchase properties. Quick closings are usually a key component of any distressed property purchase.

The advantage to the lender – above average returns with excellent safety. We pay 1% interest per month, with the lender receiving back the principal upon sale and closing. The lender’s collateral exceeds the loaned amount immediately, and the collateral is insured against loss. Our lenders see less risk and greater returns than the bond and equities markets.



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3. Renovating the property.

We renovate houses with our crews, using proven construction methods and technology, bring existing houses up to current standards. We control every step of the process from roofs to foundations, plumbing and electrical to HVAC. The result is a safe, efficient, attractive house at a reasonable price.

400 Grove, Kaufman TX before and after.



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156 Williams Trail, Howe TX before and after



201 Oak Street, Lewisville TX before and after



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4. Marketing and selling the property.

Our finished houses are sold through our own real estate team of licensed agents. We train our agents to quickly and efficiently sell houses, from acquiring their license to continuing education and Continual Process Improvement.

We utilize a proven marketing process that includes social media, calling campaigns, email campaigns, mailers, and targeted known buyers – in addition to the traditional MLS services. We market to new homeowners as well as real estate investors who already own properties in the area. We utilized our own staging company Staged2Sold to help buyers visualize themselves in this house.

We manage the after-sale process and minimize deal failures utilizing our strategic partners in the mortgage and title industries. This visibility into the entire process allows us to address problems before they turn into deal breakers.

Our agents are licensed through Texas Real Estate Commission, our brokerage is Taylor Realty Associates, LLC. We are members of the National Association of Realtors, Texas Realtors, MetroTex Association of Realtors, and Longview Association of Realtors.



Taylor Realty Associates, LLC



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Company Information

GBOH, Inc. is a Texas Corporation owned by Will Roddy and Joel Beal of Arlington, Texas. Our office and warehouse is located at 9515 Santa Clara Drive, Fort Worth, Texas. The company was founded in 2018. The roots of the company go back to 1992 when Joel started acquiring rental houses in North Texas.

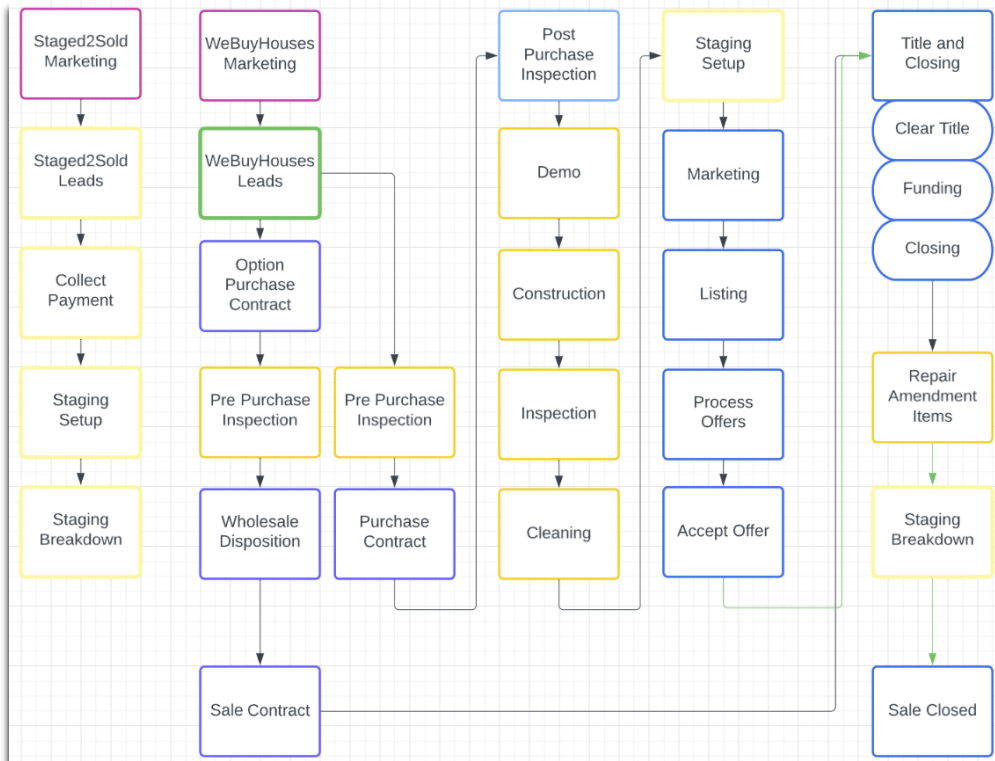
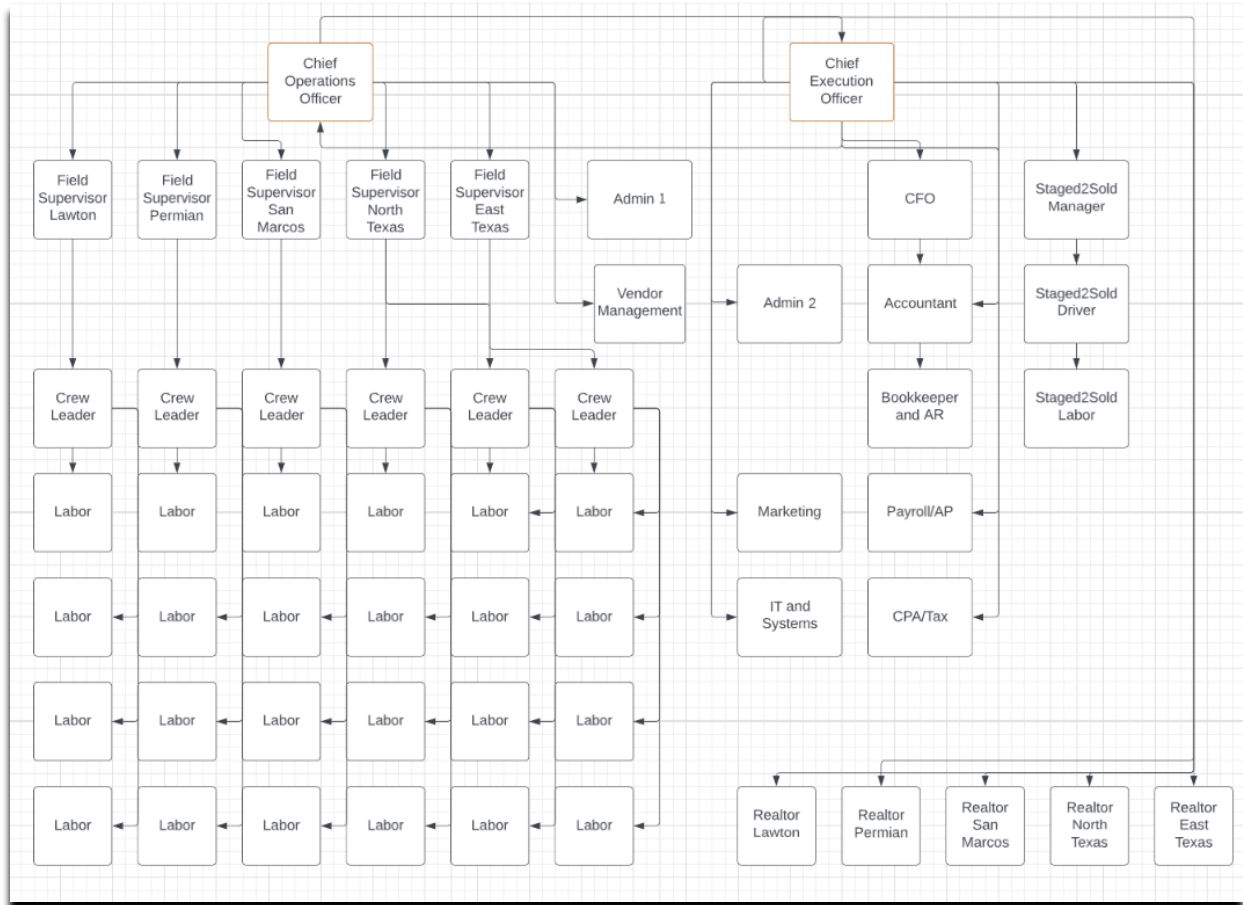
We are a data company, tracking trends and using consistent rules proven over 20 years at hundreds of companies in the US. We have Standard Operation Procedures and systems that we use to source leads, track leads and deals, accurately price property acquisition costs, estimate and track repairs and renovations, market properties for sale, and track the closing of these properties. We use SalesForce.com and Atlassian Jira, specifically designed to track the entire lifecycle of each project. Accounting is handled through QuickBooks Online.

2023 Goals;

- ✓ Sustainability. We will bring sustainability to workforce housing with energy projects including solar power. We are working with leading solar providers to equip house with solar power as standard equipment. We want to be the first in the nation to offer sustainable workforce housing.
- ✓ Grow our home staging business. In August of 2022 we acquired Staged2Sold, a home staging and decorating company based in Cleburne TX. The slowing real estate market will again make home staging services a key part of retail home marketing and selling.
- ✓ In house mortgages. In July 2022 we acquired 30% of Bluestone Mortgage Company. This is a new venture with attorney Martin A. Garcia (30%) and industry veteran Gerardo Mendoza (40%). Our primary goal is to earn incremental revenue and learn the mortgage business. Our long term goal is to take this knowledge and offer ITIN or “dueno a dueno” financing for our houses. This will provide greater incremental monthly income.
- ✓ Wholesale sales to other investors. This will allow us to buy additional houses beyond our own capability to renovate. We are utilizing InvestorLift software, which includes analytics and utilizes artificial intelligence to identify investors and institutional investors in our targeted geographical areas.
- ✓ Advertising and marketing. We are relying on organic leads through WeBuyHouses.com and limited related paid internet advertising. Wholesale sales will allow us the opportunity to handle more business without increasing headcount.
- ✓ Increased geographic coverage. We are analyzing the following WeBuyHouses.com territories for 2023 expansion;
 - Dallas and Tarrant County TX
 - Harris County TX
 - Nueces County TX.
 - Maricopa County AZ
 - Broward County FL

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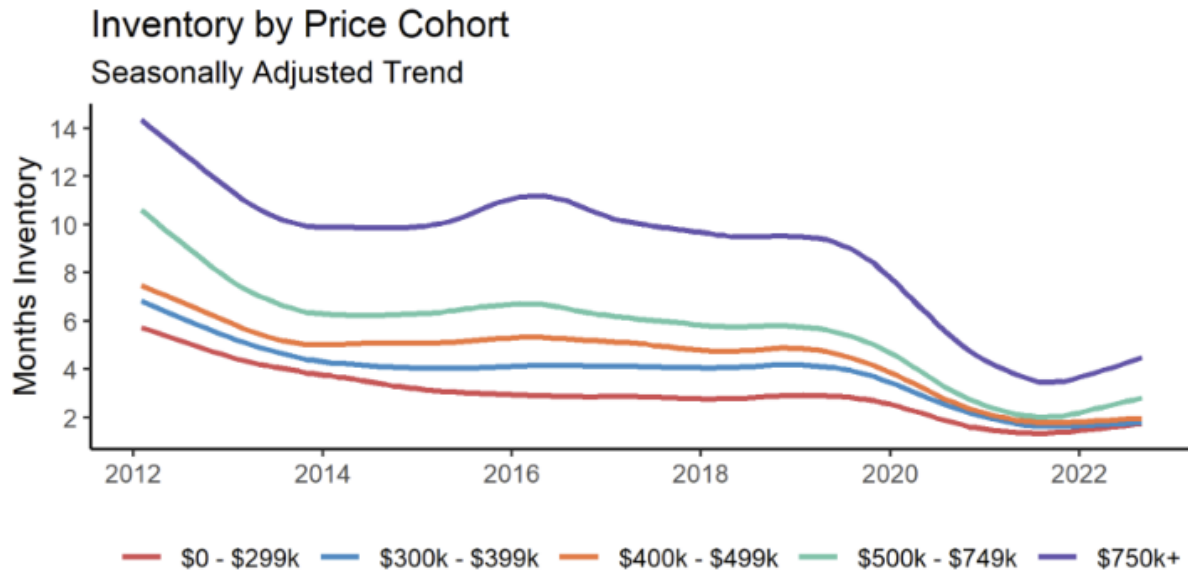
Market Analysis

Globally, capital flight is to the relative security of the United States and the US Dollar, primarily in residential and commercial real estate. Texas is one of the hottest real estate markets in the United States. North Texas is the hottest area in this region. Housing demand exceeds supply, especially for affordable housing.

The pandemic-induced housing frenzy is easing as the Fed’s aggressive monetary policies directly affect the housing market. With these robust rate increases, Texas’ housing market quickly dialed back sales while supplies have gradually accumulated. Despite the slowdown, inventory levels remain below historical levels, and prices are still high. While prices have dipped some in recent months, they still remain considerably high compared with before the pandemic.

As of August, Texas’ median price remains 11.4% higher from 2021. Inventory remains well below the 6 months considered to be equilibrium between buyers and sellers. Lower priced homes still have historically low inventories in Texas.

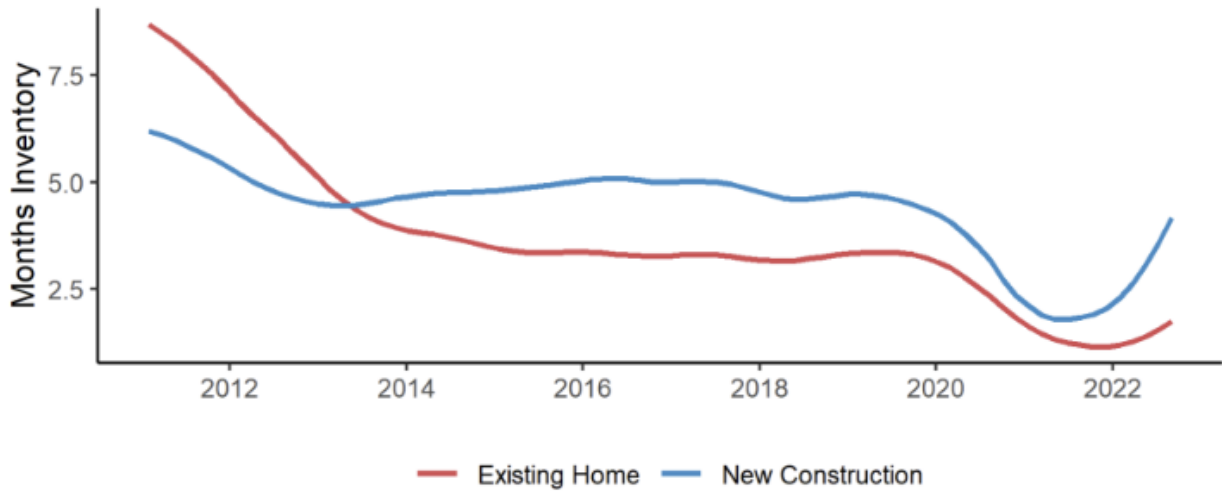
The primary housing trends we track are inventory and median price values. Texas continues to outperform the nation with lower prices and lower inventory. The demand for workforce housing in Texas continues to exceed supply. The continued trend shows no signs of this imbalance easing.



Source: Texas Real Estate Research Center at Texas A&M University

Texas New and Existing Inventory

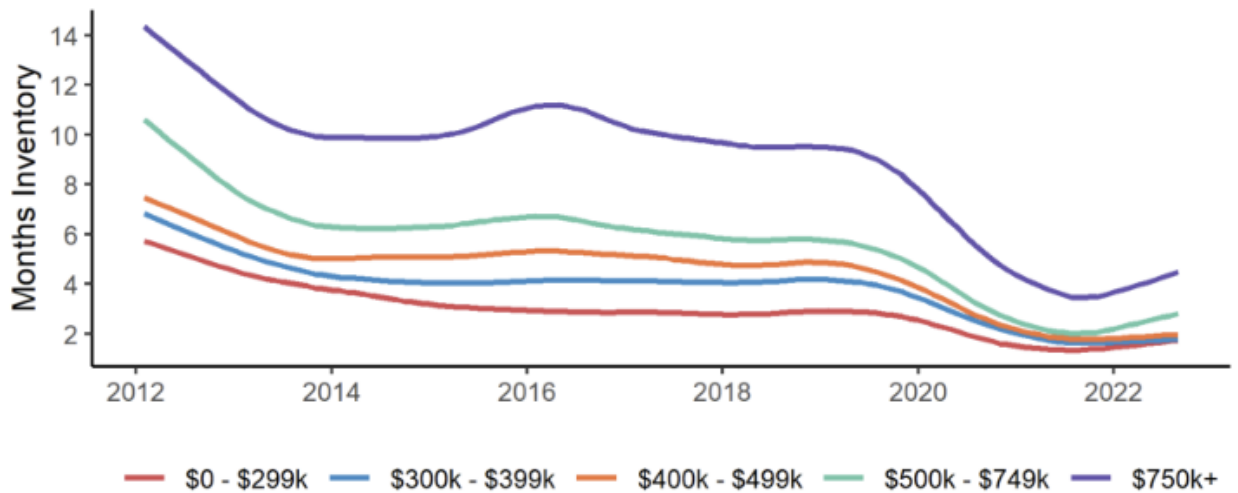
Seasonally Adjusted Annualized Rate



Source: Texas Real Estate Research Center at Texas A&M University

Inventory by Price Cohort

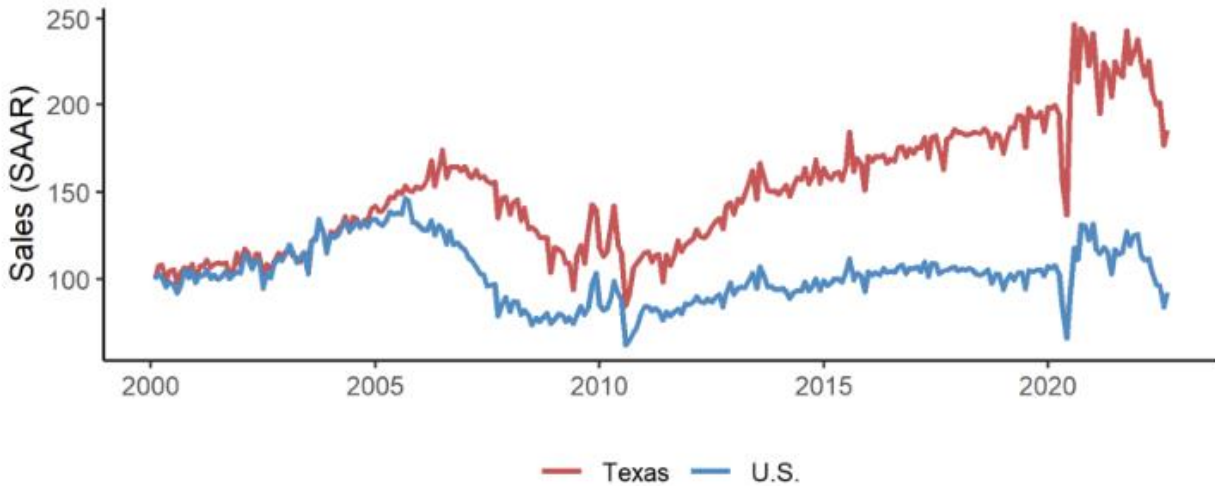
Seasonally Adjusted Trend



Source: Texas Real Estate Research Center at Texas A&M University

Residential Home Sales

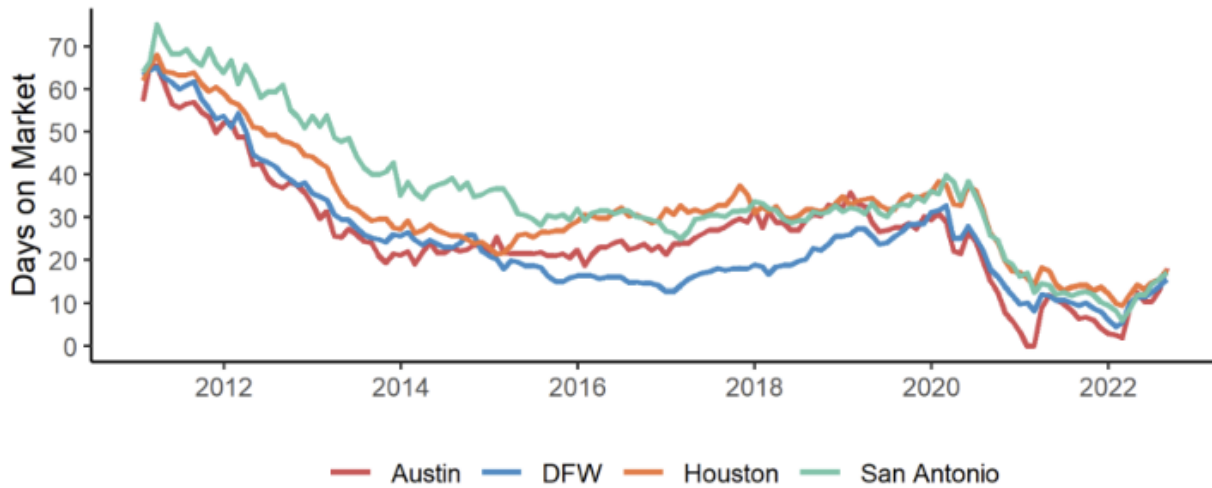
Seasonally Adjusted Annualized Rate



Source: National Association of Realtors - Texas Real Estate Research Center at Texas A&M University

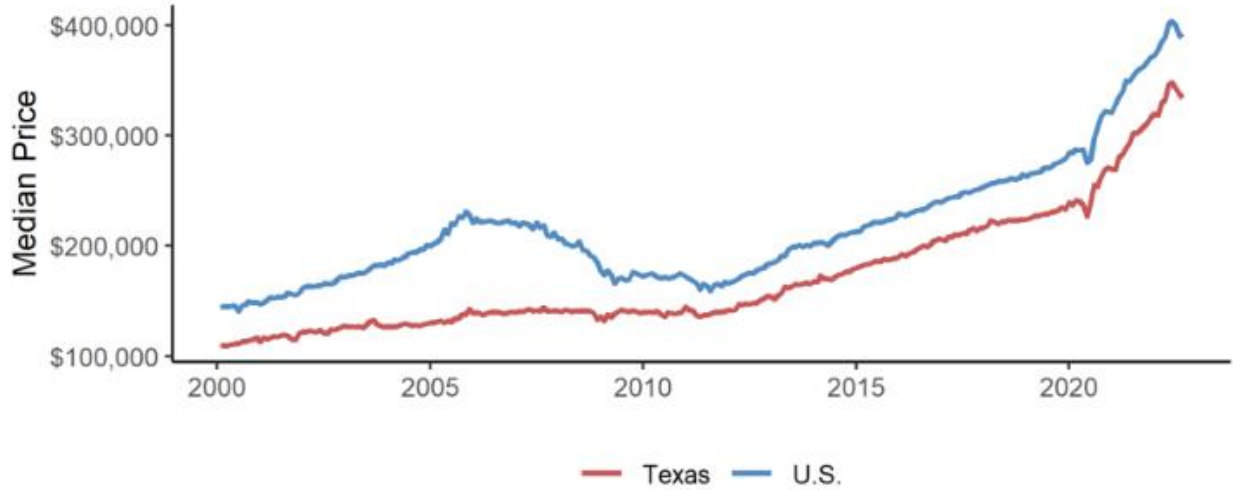
Metro Median Days on Market

Seasonally Adjusted Annualized Rate



Source: Texas Real Estate Research Center at Texas A&M University

Median Existing Single-Family Home Prices Seasonally Adjusted Annualized Rate



Source: National Association of Realtors - Texas Real Estate Research Center at Texas A&M University