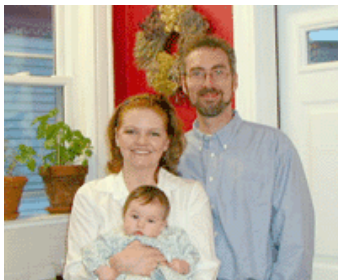




## The Equity Company, Inc. – Residential Real Estate Development

### Real Estate Development



*Equity's mission is to create proud and excited home buyers.*

The Equity Company, Inc., is a real estate development firm whose mission is to create high value homes for its

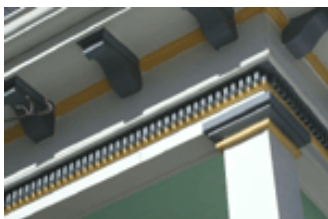
residential customers. Rick Williams, founder and President of Equity, has built the company around the idea that delivering value and quality to Equity's customers will bring success to the firm.

For 20 years, Equity has created condominiums and town homes through the imaginative use of land and buildings, the inspiration of superior design and the application of quality construction. In addition, Equity provides superior financial returns to its financial partners by disciplined investment decisions and careful cost control.

Equity will also do a turnkey development under contract with a client who needs an outside firm to take over the management and financing of a new facility.

### Award Winning

The quality of Equity's development approach was recognized by the Massachusetts Housing Investment Corporation (MHIC) at its annual meeting, where it gave Equity the Excellence in Affordable Housing Award. The Boston Society of Architects honored Equity with its housing award



for Garfield Place which was a turnkey development for the Cambridge Housing Authority.

### How Equity Works

From the start, the concept for each development project will reflect the joint efforts of the architectural, financial, construction and marketing professionals. Equity's leadership of the development team provides the vision for the completed residential community, the disciplined coordination of the team members and the focus on the families and individuals who are the ultimate customers.

A project team will include a talented architect, an experienced general contractor and a strong real



estate sales organization. The core team is backed by in-depth engineering, legal and financial resources.

The Equity team works collaboratively with neighborhood groups, elected officials, zoning boards, historic commissions and development agencies to create projects that fairly reflect the views of the major stake holders.

For each development project, Equity will usually form a development Limited Liability Corporation (LLC). The LLC will own the real estate and have overall responsibility for directing and financing the project. Equity will manage the development process for the LLC. The LLC will be funded by outside investors (Members) and by a bank or other institutional lender.



**The Equity Company, Inc.**  
*Real estate development and consulting*



## The Equity Company, Inc. – Recent Projects



### **The Residences at Franklin School** Medford, MA

- 20 Residential Condominiums
- Complete gut renovation of historic school
- Zoning and Appeals Board approvals
- Sell Out of approximately \$10 million



### **Garfield Place** Cambridge, MA

- Turnkey development for Cambridge Housing Authority
- Eight residences
- New construction on difficult site
- Complex zoning and neighborhood approvals
- Sell Out of approximately \$1.4 million (no land cost)



### **Cedarcliff Condominiums** Malden, MA

- 12 Residential Condominiums
- Conversion and renovation of rental property
- High quality units with historic interior detailing
- Systems, layout and finishes upgrading
- Sell Out of approximately \$4 million



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