

TOP 5 REASONS WHY WE'RE DIFFERENT FROM CONVENTIONAL REAL ESTATE FIRMS

Let's face it, the real estate industry has not really changed much throughout history. Even though we have benefitted from many technological advances over the decades, we are still bound by the enormity of the capital markets that make our financial world turn. The capital allocators rely on individuals to identify investment opportunities and create avenues for improved asset value through development. Often, these investment systems create parameters by which that value can be created, and the individual can become confined by a system that leaves them unfulfilled and stifles their creativity.

This frustration leaves them with a desire to break out of that system and contribute to value creation in a way that may be unique, more efficient, and more financially rewarding on a personal level. As an individual, you put your heart and soul into a job that may not have an avenue for your unique ideas to be heard or is so large that you don't really know exactly who is benefitting from your direct efforts. Given the effort you put into your craft, don't you deserve to know exactly who you are doing it for and shouldn't that answer include you? The realization that the real estate industry can be changed, that we are not bound by the enormity of capital markets, and they don't make our financial world turn can be the most liberating and pivotal point in a person's career.

At Leon Capital Group, our biggest fears are that a great idea is not heard, or a true talent is not realized. Our ownership is not faceless, and our leaders are directly involved in the day-to-day activities of the company. No one's voice is silenced because of perceived boundaries or responsibilities and no one's potential is going to be limited by positions and titles. Together, with our collective decision-making process, we compound capital, our capital, and create wealth through an approach not limited by arbitrary rules of engagement.

1. Our innovation in real estate is being direct owners with a proprietary capital structure that allows us to keep what we make
 - a. That is why we can afford to be generous with the people that create value with us, and for us.
 - b. We think the only way for employees to create real wealth is to compound invested capital over time—and we'll help you do that; The combination of our returns, our capital structure and this invitation to invest alongside us, does not exist elsewhere unless you're tenured
2. True entrepreneurship—
 - a. We are an independent investor, primarily using our own capital
 - b. We require no approvals from bureaucratic third parties, we move fast and break things
 - c. We focus on designing our own solutions—unconstrained by institutional thinking
 - i. For example, we can solve entitlement and development challenges that others cannot, precisely because we're entrepreneurs with strong political and economic networks
3. Career path—
 - a. Nobody is siloed here, everyone touches everything. In that process, you set yourself up to become far more effective in the business, within the company, and ultimately more indispensable and autonomous as a real estate professional than someone who is a cog in a large wheel
 - b. We don't do things just to do them or have political systems where micromanagers are trying to control peoples' every move; if you need too much oversight this isn't the place for you
 - c. Potential recruits are usually gainfully employed, earning well to stay at firms but they're stuck under glass ceilings—here you have a seat at the table. The opportunity to build your toolkit and learn to add value is real
4. We engage in collective decision-making, and it empowers our people with the opportunity to develop contrarian mental models for problem solving—
 - a. We're a true meritocracy with a focus on the net value added; Results/production are rewarded. No internal or external bureaucracy to tiptoe around.
 - b. We will argue that this is the most liberating feeling in capitalism
 - c. Well-thought-out ideas and cross-examination is rewarded
 - d. In an economy constantly disrupted by global capital and technology the old-school models will not work
 - i. Our institutional competitors will train their employees in a very specific and outdated manner
 - ii. With us, you'll earn the tools and resources to learn and do anything, and are welcome to present new ideas that will be heard
5. We invest in 8 different industries and have a large and varied asset base that allows people to grow across sectors and competencies
 - a. Creativity and intelligence are continually put under constructive pressure here to build value
 - b. Problem solving is rewarded anywhere, any time, any how.