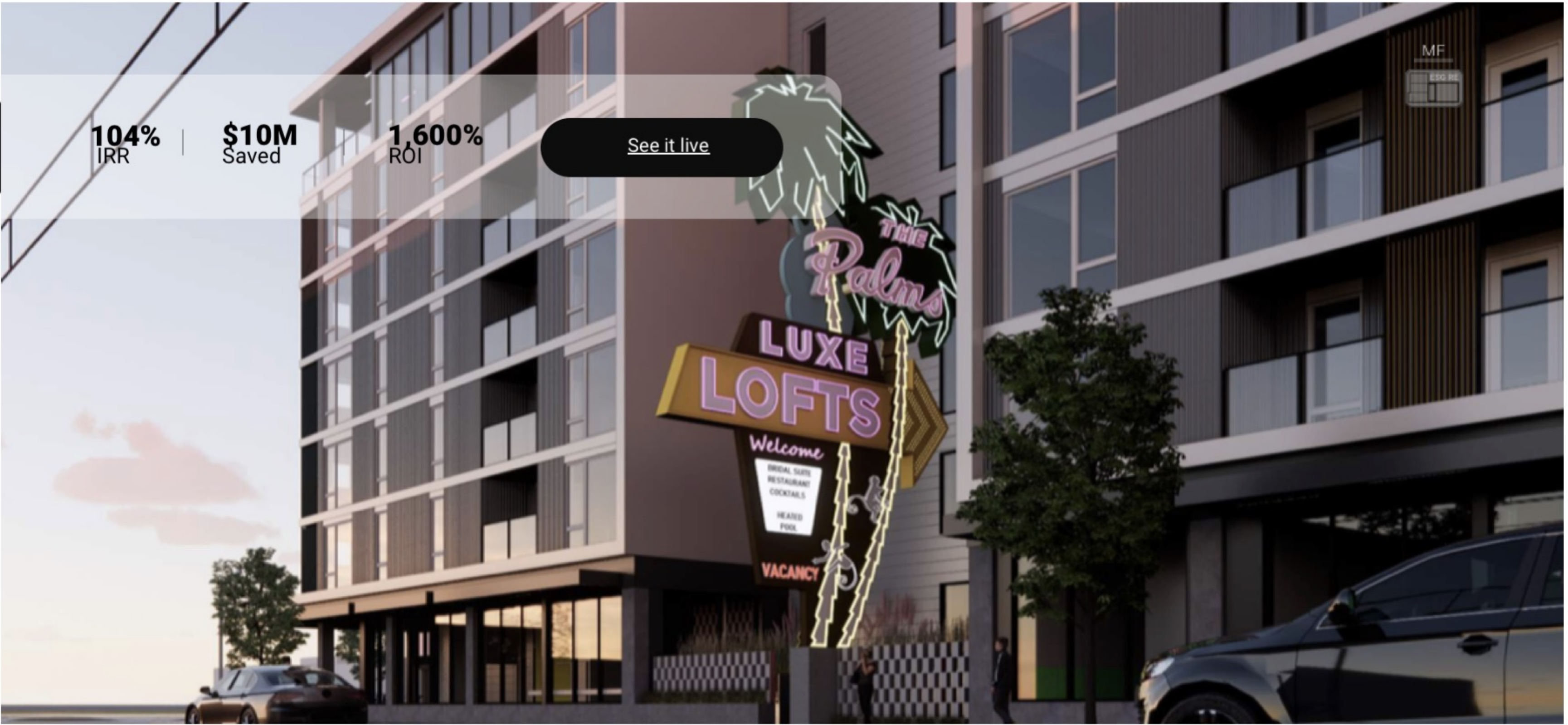


Fund. Design. Market. Asset Management



104%  
IRR

\$10M  
Saved

1,600%  
ROI

See it live

MF  
ESG RE





Fund. Design. Market. Asset Management

## THE PALMS

The Palms is a \$62M mixed-use development that successfully leveraged the ESG RE verticals to deliver exceptional financial, environmental and social performance. With a meer \$625K investment that covered the financing, sustainable building design, property marketing and turn-key asset management costs, the project achieved over \$10M in total project cost savings, \$3.4M in cost of capital savings and substantial IRR and NOI gains. The design strategy delivered full carbon neutrality, eliminated green cost premiums and integrated ESG KPI's into operations, leasing and reporting. From cap stack to design and stabilization, The Palms proves that ESG performance isn't a compliance expense – it's a high yield financial strategy.

### OUR VERTICALS

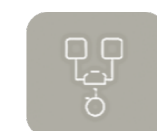
All vertical real estate performance



FUND



DESIGN



MARKET



AM



Fund. Design. Market. Asset Management

THE PALMS

The ESG RE Fund vertical restructured The Palm’s cap stack from the ground-up, introducing institutional-grade sustainable finance sources, modelling-based enhancements, and reduced risk premiums across senior and subordinate debt. By embedding performance metrics into the funding process, The Palms achieved a more efficient cost of capital, reduced overall capital required, and enhanced the project’s equity yield. ESG RE Fund ensured full alignment between the asset’s sustainability performance and its capital structure, resulting in a significant boost to IRR, equity multiple, and lender attractiveness.

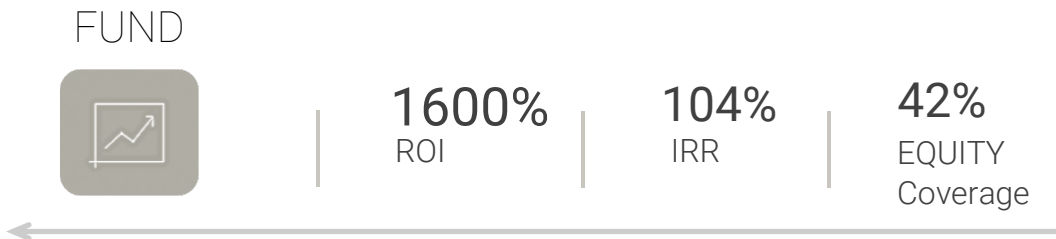
OUR VERTICALS

Accelerated asset appreciation

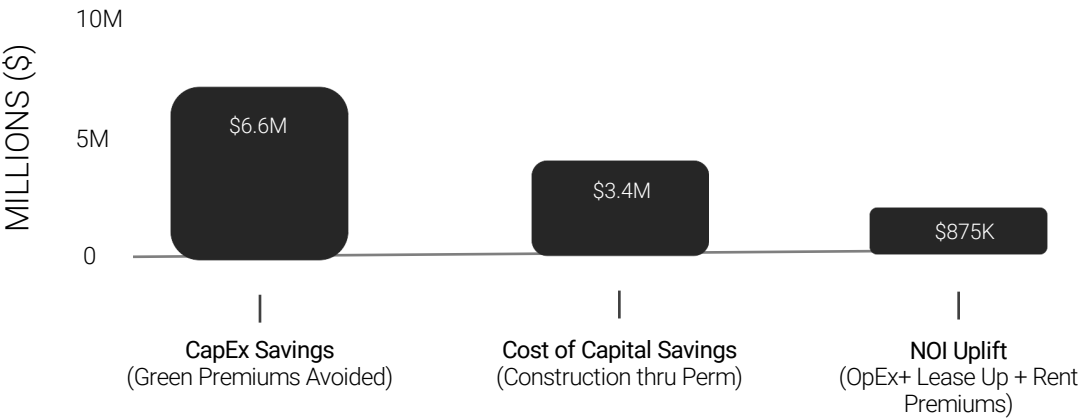


Cap Stacks Impact

Summary	Before	After
Total Budget	\$62M	\$52M
Senior Debt	\$41M	\$37M
Subordinate Debt	\$12M	\$13M
Equity	\$8.3M	\$10M
Asset Value (7.5% Green)	\$0M	\$4.7M
IRR	18.8%	26.8%
DSCR	1.20x	1.62x
Equity Coverage Ratio	0%	42.0%



VALUE CREATION





Fund. Design. Market. Asset Management

THE PALMS

ESG RE Design ensured that every sustainable design decision in The Palms translated into tangible asset value – not just marketing language. Working within the architecture and engineering framework, ESG RE delivered a comprehensive performance model optimized for operational efficiency, material carbon reduction, and cost-effective system integration. The vertical was responsible for eliminating unnecessary green construction premiums, reducing embodied carbon by over 1,500 tons, enabling fully electric, zero carbon building operations with no loss of comfort or design integrity. The system design also allowed for full grid interaction and energy intelligence, further resulting in long-term asset resilience and future regulatory readiness.

OUR VERTICALS

Engineered for value – across every asset and every portfolio



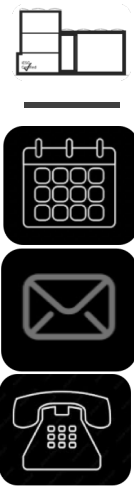
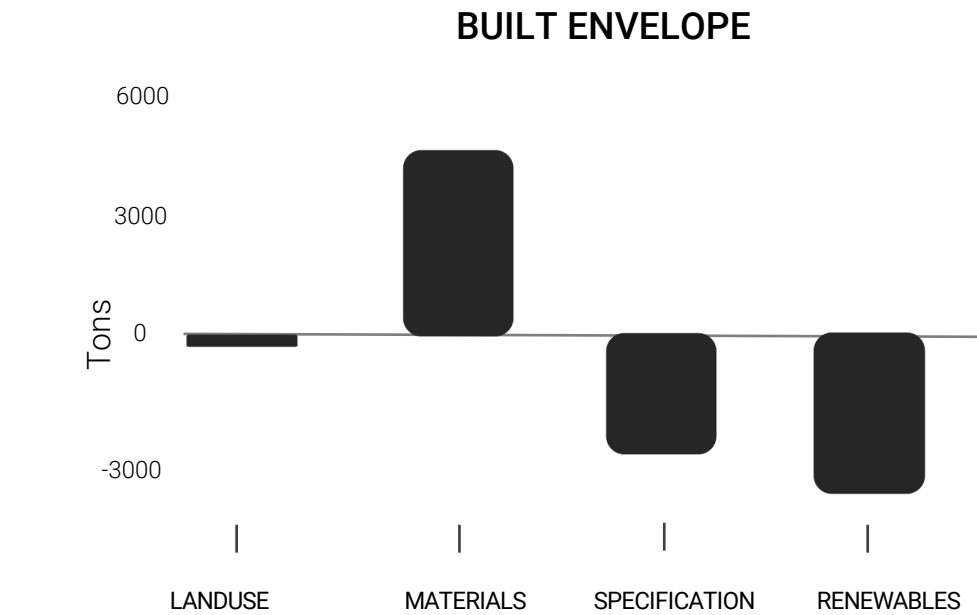
DESIGN



-11.85  
CO2/FT2  
Intensity

6M  
GREEN  
Build Savings

93%  
OVER  
Energy code





Fund. Design. Market. Asset Management

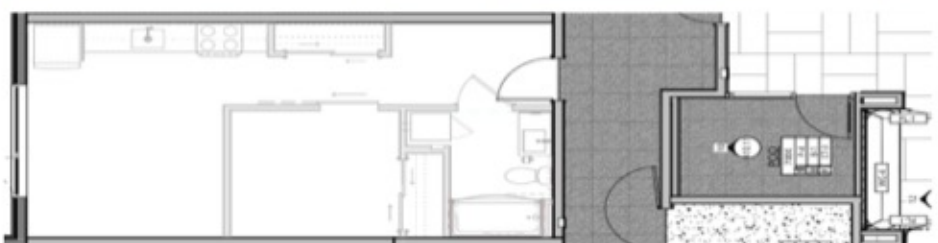
## THE PALMS

ESG RE's Marketing is translating sustainability into an actual leasing advantage. By activating the ESG features of the building through high-conversion messaging, verified certifications, and digital first campaigns, The Palms will experience significantly faster lease-up, high lead conversion, and stronger brand loyalty from early-phase tenants. More than just sustainability storytelling, this vertical plans to deliver a marketing system rooted in lead quality, lower cost of acquisition, and portfolio-wide scalability. For The Palms, this means faster stabilization, stronger NOI in early months, and reduced reliance on concessions or extended marketing spend. Through its seamless verticals ESG RE also created asset-aligned collateral, third-party certification and future-proofed sustainability reporting to satisfy investor, lender, and tenant demands simultaneously.

### OUR VERTICALS

Built for scale, powered by data

VIRTUAL TOUR



35  
82

DOOR HARDWARE

UNIT NUMBERS

UPPERS



LOWERS



COUNTERS



GENERAL WALL PAINT



BACKPLASH

### MARKETING TARGETS



**55%**  
INCREASE  
Lease up  
Velocity

**7**  
MONTHS  
Less to  
Stabilization

**250%**  
BOOST  
Qualified  
Leads

### CONVERSIONS



0

100%

DATA

PREDICT

CHANNELS

Fund. Design. Market. Asset Management



OUR VERTICALS

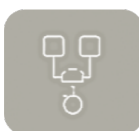
Lifecycle value delivered



FUND



DESIGN

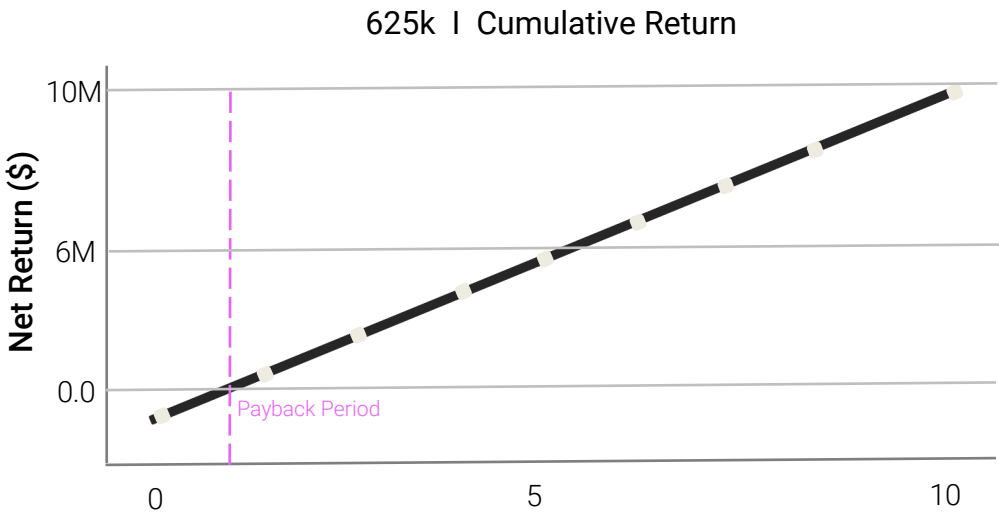


MARKET



AM

THE PALMS



The Palms is future-proofed through ESG RE’s verticals which extends the design and capital strategies into real-world operational performance. The AM vertical ensures that energy, carbon, cost and ESG performance are carried forward into building commissioning, tenant operations and long-term reporting. The AM process will tie the building’s BMS to ESG KPI’s and Pre Impact’s certification benchmark, ensuring compliance, value continuity, and exit alignment. With full institutional readiness, measurable operational savings and turn-key sustainability, The Palms now holds a defensible and reportable ESG asset position for capital markets, tenants, and governance throughout its entire lifecycle.

28%  
NOI  
Uplift

8.5%  
IRR  
Increase

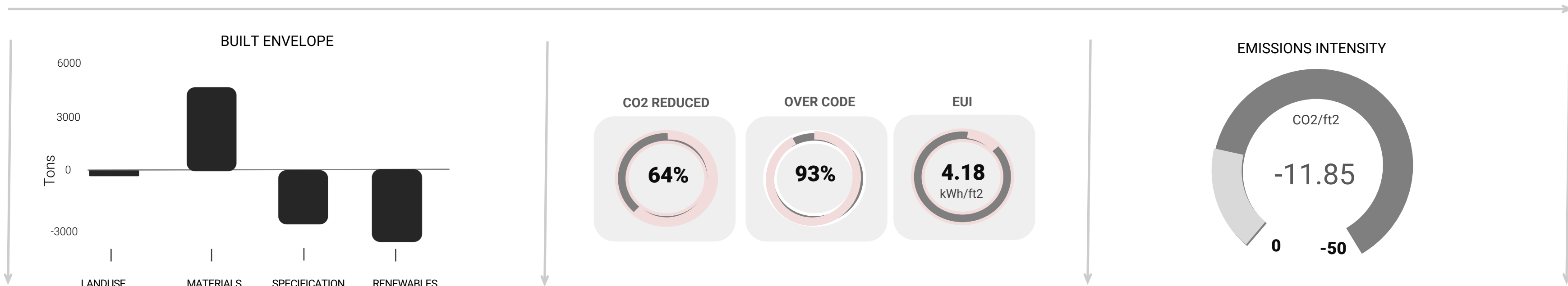
\$7.63M  
NPV

\$14M  
VALUE  
Added



Fund. Design. Market. Asset Management  
Automatic asset-level and portfolio sustainability reporting

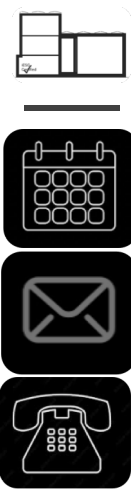
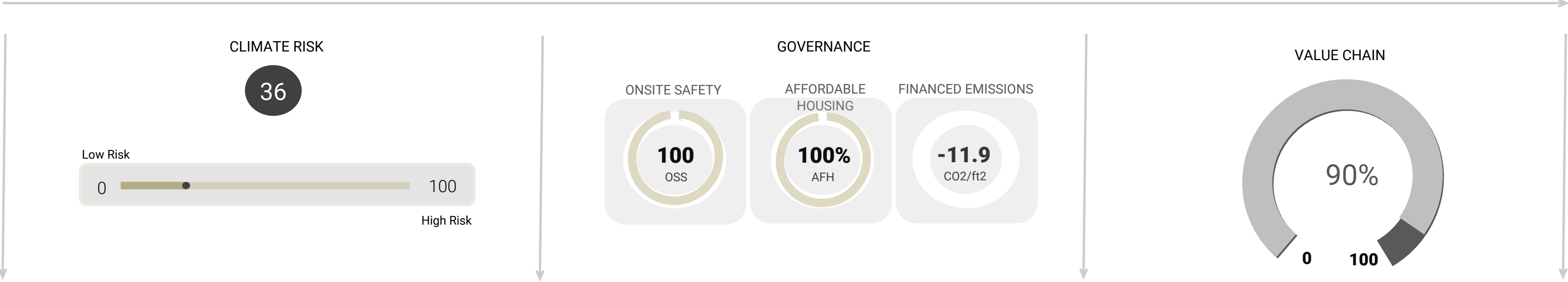
THE PALMS





Fund. Design. Market. Asset Management  
Automatic asset-level and portfolio sustainability reporting

THE PALMS







≡ ≡ ≡ R≡