



Annual Report: Year Ending December 31, 2024

Letter from the CEO

Dear Investors,

As we begin our founding, I want to express my sincere gratitude for your trust and support. 2024 has been a transformative year for REILY, marked by strategic acquisitions, our innovative platform developments, and significant growth in our investment portfolio. Our unwavering commitment to fix-and-flip strategies, creative financing, syndication, and cosaling has solidified REILY Capital Mgmt. as a trusted leader in the real estate investment industry.

Looking ahead, we are excited to continue leveraging AI, technology, expanding our market reach, and delivering exceptional value to our investors and partners. We remain committed to transparency, integrity, corporate governance and most sustainable growth.

Sincerely,

Chris Holmes

CEO, REILY Capital Management

2024 Financial Highlights

Revenue & Growth

- Total Revenue: [REDACTED]
- Net Profit: [REDACTED]
- Total Assets Under Management: [REDACTED]
- Number of Properties Acquired: [REDACTED]
- Number of Properties Sold: [REDACTED]

Investment Performance

- Fix & Flip ROI: [REDACTED]
- Cosale Transaction Volume: [REDACTED]
- Syndication Portfolio Expansion: [REDACTED]
- Creative Financing Success Rate: [REDACTED]

This page is publicly redacted; however, available for stakeholders upon request. For more information please contact:

investors@reilycapital.com or call +1 (888) 884-5443

Key Accomplishments

1. Expansion of REILY.pro & REILY Pro-Certified

- Successfully launched REILY.pro, an AI-integrated platform revolutionizing investor relations and deal acquisition.
- Implemented ChatGPT-powered client intake for customized deal sourcing.
- Established a certification program to train real estate professionals in investor representation.

2. Growth in Fix & Flip and Cosaling Operations

- Expanded into new high-growth markets, increasing deal flow and profitability.
- Enhanced acquisition strategies using REILY.pro, Propstream, Privy, and InvestorLift, improving efficiency in deal sourcing.

3. Launch of United Seller's Assistance (USA)

- Positioned USA as a consumer protection authority ensuring transparency in cash home-buying transactions.
- Developed a robust lead generation system through targeted digital advertising on Google, Meta, Spotify, and YouTube Pay-Per-Click Ads.

4. Development of Contractor Bust

- Launched Contractor Bust, a platform ensuring contractor accountability and protecting real estate investors from fraud with a construction contract warranty program.
- Built a user-friendly real estate investor exclusive website platform with verified contractor reviews and dispute resolution support.

Looking Ahead: 2025 Vision

Strategic Initiatives

- Scaling REILY.pro into a standalone application available on the Apple and Google Play app stores with AI-powered deal analysis and lead matching.
- Expanding REILY Pro Certification to train a national network of real estate professionals.
- Increasing Syndication Investments to capitalize on large-scale development, commercial, and multi-family real estate opportunities.
- Enhancing Digital Marketing Efforts to drive higher lead conversion rates for the USA brand and REILY Capital Management.

Market Outlook

Despite economic uncertainties, we remain bullish on real estate opportunities. Our ability to adapt and leverage technology positions us for continued success in 2025 and beyond.

Thank You to Our Investors

We deeply appreciate our investors, partners, and team members for their contributions to our success. As we embark on a new year of growth and innovation, we “*really*” look forward to delivering value.

For more information, please visit reily.co.

Joshua Jenkins
Investor Relations
REILY™