



OPERATIONALLY DRIVEN
MULTIFAMILY INVESTMENTS

FIRM OVERVIEW

Local Expertise. Operational Execution.

Southern Edge Capital is a Jacksonville-based Northeast Florida-focused multifamily investment platform specializing in the acquisition and active management of assets.

Through our affiliated property management company, Southern Edge Management, we maintain direct control over repositioning, property-level operations, and timing and execution of each exit. This allows us to enhance asset performance through operational execution while benefiting from underlying market fundamentals.

OUR EDGE

Our advantage is rooted in local market expertise and direct operational control. By focusing on Northeast Florida, we leverage on-the-ground relationships and real-time market insight to identify opportunities early and execute more effectively than non-local sponsors.

FIRM OVERVIEW

Investment Approach

We acquire underperforming or mismanaged assets where value can be created through execution supported by favorable market fundamentals. Our focus is on NOI growth through capital improvements, proactive asset management, and disciplined repositioning.

VERTICALLY INTEGRATED PLATFORM

- Alignment between underwriting & execution
- Faster implementation of business plans
- Real-time operational decision-making
- Direct control of leasing strategy and revenue management
- In-house oversight of renovations and capital execution
- Centralized vendor management and cost control



Lofts at Baymeadows

INVESTMENT THESIS

Market Selection » Underwriting Discipline » Operational Execution

CONSISTENCY THROUGH STRUCTURE

Each investment follows a defined process across sourcing, underwriting, execution, and stabilization, ensuring consistency in how opportunities are evaluated and managed across the platform.

VALUE CREATION FRAMEWORK



Market Selection

Jacksonville and Northeast Florida focus, supported by population growth and economic expansion



Underwriting Discipline

Emphasis on in-place cash flow, basis protection, and conservative assumptions



Operational Execution

Active management of leasing, expenses, and capital improvements to drive NOI growth

Execution-Driven Investing. Local Market Expertise. Repeatable Results.

MARKET FOCUS

Jacksonville's Macro Story Remains Compelling

Jacksonville combines above-average population growth, a diversified economy, and relative affordability, creating a durable demand profile for multifamily housing. The region benefits from no state income tax, a diversified employment base, and continued in-migration from higher-cost markets, driving long-term demand for rental housing.

With a population exceeding **1.76 million** and growing **nearly 3x the national average**, Jacksonville offers a deep and expanding renter base supported by durable demographic trends.

ECONOMIC & DEMAND DRIVERS

- Diverse economy anchored by healthcare, logistics, financial services, and military presence
- Major employers include Mayo Clinic, Baptist Health, Amazon, and Bank of America
- Strategic logistics hub with access to I-95, I-10, and JAXPORT
- Continued inflow of both retirees and working-age population

MARKET FUNDAMENTALS

- 2.2% annual population growth (2024) (~2.8x U.S. average) followed by continued growth of 1.42% (2025)
- ~790K+ employment base with continued expansion
- 10.9% average annual rent growth (2020–2024)
- ~93.6% occupancy demonstrating strong underlying demand



MARKET FOCUS

Jacksonville Market Overview



JACKSONVILLE



Source: CBRE

Jacksonville Market Rankings



Source: CBRE

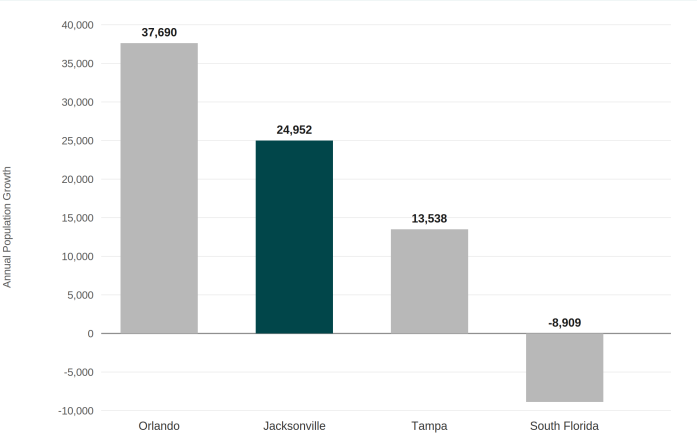
MARKET FOCUS

Jacksonville Capital Projects

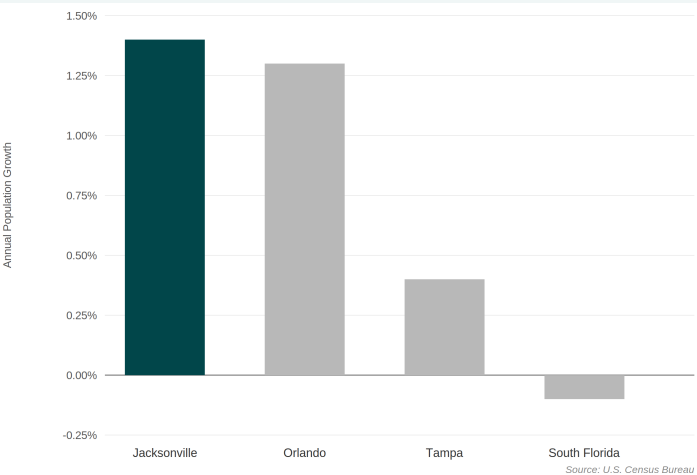


MARKET FOCUS

2025 Population Growth



Jacksonville: Fastest Growing Florida MSA



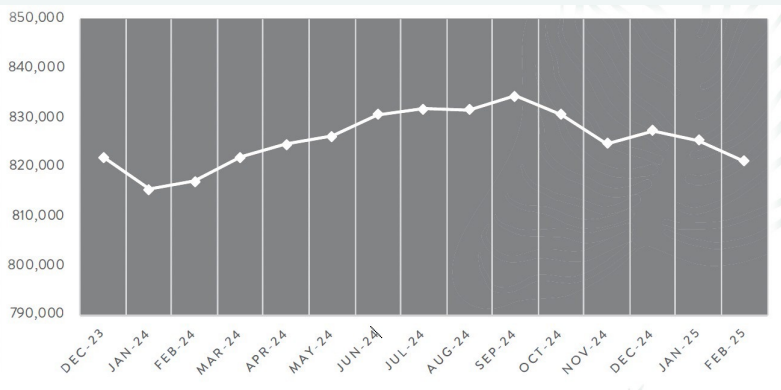
MARKET FOCUS

Employment

JACKSONVILLE TOP EMPLOYERS

	# OF EMPLOYEES
Baptist Health	15,000
Naval Air Station Jacksonville	14,390
Duval County Public Schools	11,310
Publix	10,920
Naval Station Mayport	10,600
Mayo Clinic	10,000
Bank of America	8,050
Amazon	8,000
City of Jacksonville	7,910
Walmart	7,680

EMPLOYMENT



EMPLOYMENT BY SECTOR

	Jacksonville	Tampa	Orlando	South Florida	Florida	US
Trade, Transportation, and Utilities	21.9%	18.7%	18.7%	22.6%	20.2%	18.3%
Education and Health Services	16.2%	16.0%	12.7%	15.6%	15.3%	16.9%
Professional and Business Services	14.8%	18.6%	18.9%	17.3%	16.2%	14.2%
Leisure and Hospitality	11.5%	10.8%	19.4%	11.7%	13.4%	10.7%
Government	10.2%	10.1%	8.8%	10.8%	11.6%	14.8%
Financial Activities	8.9%	9.2%	6.0%	7.2%	6.8%	5.8%
Construction	6.6%	6.2%	6.5%	5.6%	6.7%	5.2%
Manufacturing	4.4%	4.9%	3.4%	3.2%	4.2%	8.0%
Other Services	3.6%	3.5%	3.7%	4.1%	3.9%	3.8%
Information	1.8%	2.0%	1.8%	1.9%	1.6%	1.9%
Mining and Logging	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%

Source: CBRE

INVESTMENT STRATEGY

Investment Framework

Southern Edge Capital focuses on acquiring multifamily assets at a compelling basis and enhancing performance through active ownership and disciplined operations. We invest in opportunities where value can be created through a clear and repeatable process.

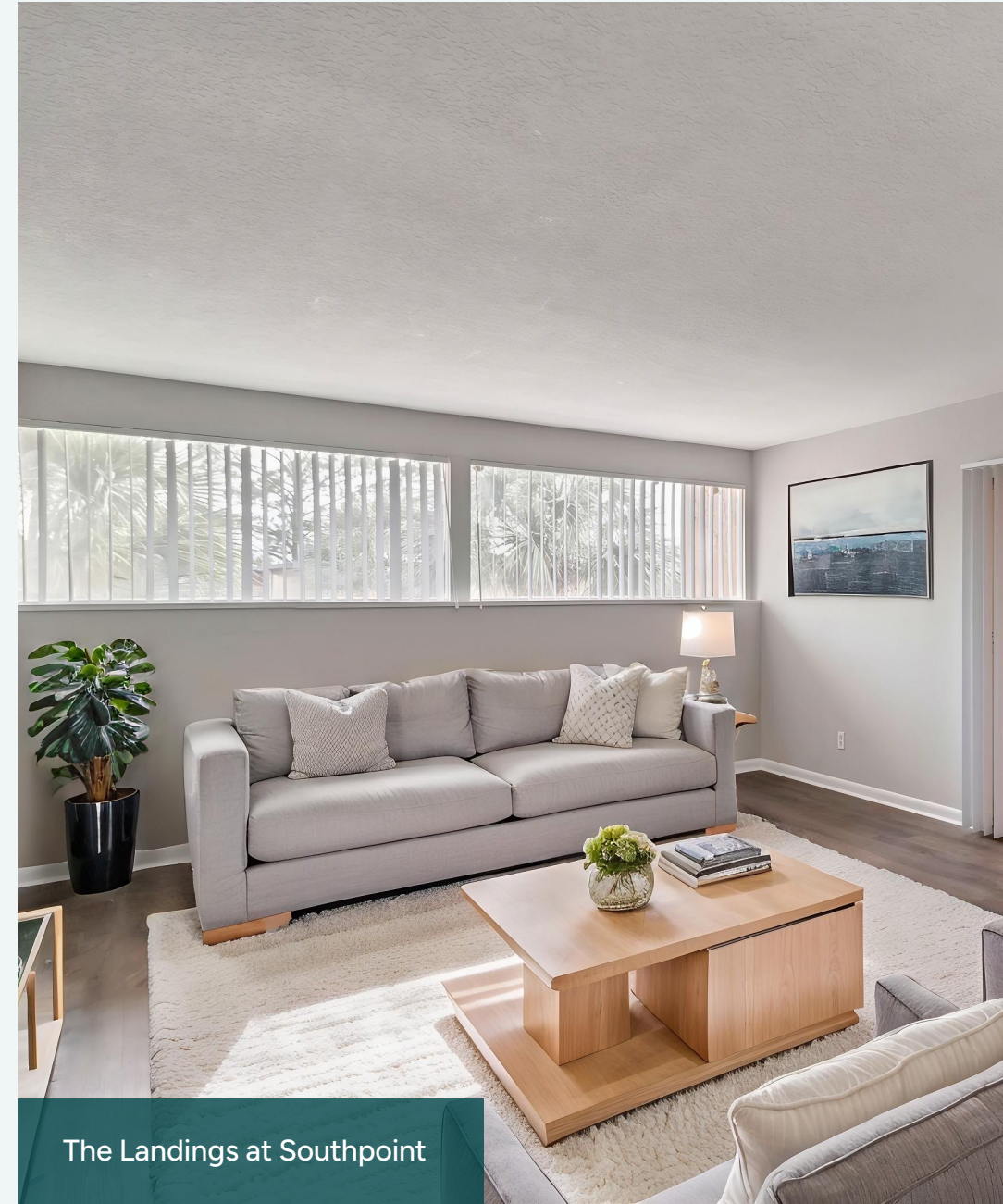
VALUE CREATION PROCESS

Acquire at Discounted Basis

Improve Operations & Reduce Expenses

Drive NOI Growth

Refinance or Sell at Higher Value



The Landings at Southpoint

INVESTMENT STRATEGY

Investment Criteria

Geography	Northeast Florida (Jacksonville focus)
Asset Type	Multifamily
Target Size	\$2.5M - \$40M+ 25-100+ units
Target Returns	18% - 22%+ IRR
Hold Period	3-5 years

INVESTMENT PHILOSOPHY

We believe in protecting capital first, controlling what we can, and delivering performance through disciplined execution and operational excellence.



The Landings at Southpoint

VERTICALLY INTEGRATED PLATFORM

Direct Control. Aligned Execution. Superior Outcomes.

Southern Edge Capital operates as a fully integrated multifamily platform with direct control across the entire investment lifecycle. We are not passive capital allocators. We are operators responsible for execution, performance, and results.

Direct control of operations allows us to directly influence property-level performance, rather than relying on third-party operators to execute the business plan. Operational insights are continuously fed back into underwriting and acquisition decisions, creating a closed-loop investment process.

INTEGRATED PLATFORM MODEL



Acquisition

- Sourcing
- Underwriting



Asset Management

- Business Plan
- Capital Strategy



Property Management

- Leasing
- Operations



Execution

- Renovations
- Performance

Proven Execution Across Investments



The Landings
at Southpoint

IRR: 46.5%

Equity Multiple: 7.9x

Hold Period: 5yrs



The Landings
at Parkview

IRR: 78.5%

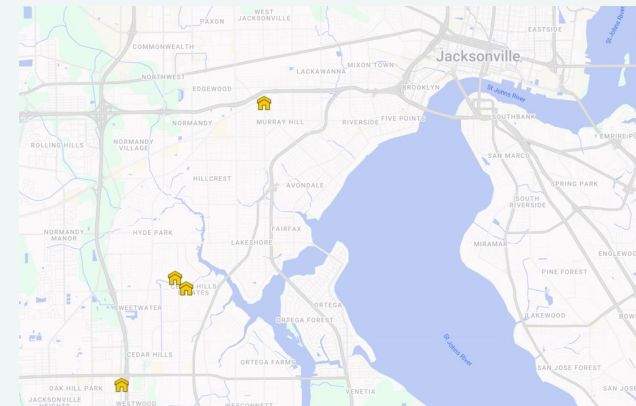
Equity Multiple: 11.2x

Hold Period: 4yrs



Lofts at
Baymeadows

Current Holding



Westside Portfolio

The Westside Portfolio represented an opportunistic purchase and assignment within a short hold period.

CASE STUDY

Operational Value Creation in Practice

PROPERTY OVERVIEW

Property Name	The Landings at Southpoint, 3530 Victoria Park Rd. Jacksonville, FL 32216
Unit Count	108
Acquisition Date	11/2016
Purchase Price	\$5.2M
Strategy Type	Value-Add

BUSINESS PLAN

Acquisition Rational	Mismanaged underperforming asset with strong basis advantage.
Renovation Scope (unit + exterior)	Interior/Exterior (50% interior/exterior major overhaul)
Operational Improvements	Decrease expenses while increasing rents; In-house work & vendor partnerships

RESULTS & PERFORMANCE

IRR	46.5%
Equity Multiple	7.9x
Hold Period	5yrs

This case study highlights our ability to acquire at an attractive basis, execute a defined business plan, and drive value through hands-on operational control.



BEFORE



AFTER



PIPELINE & SOURING ACTIVITY

Active Pipeline & Disciplined Deal Selection

Southern Edge Capital maintains an active pipeline of opportunities sourced through proprietary relationships, broker networks, and direct-to-owner channels. We evaluate a high volume of opportunities and pursue only those that meet our underwriting standards and return thresholds.

SELECT OPPORTUNITIES IN EVALUATION

Opportunity A

Jacksonville MSA | 25-100+ Units
Value-Add Multifamily
Targeted Renovation Program
Target: 19%+ IRR

Opportunity B

Jacksonville MSA | 25-100+ Units
Operational Repositioning
Strong In-Place Cash Flow
Target: 14-16% IRR

Opportunity C

Jacksonville MSA | Suburban Growth
Corridor Newer Vintage Asset
Discount to New Construction
Limited CapEx Required

SOURCING ADVANTAGE

Our pipeline is driven by long-standing broker relationships, direct-to-owner sourcing, local market presence, and repeat transaction partners. This provides access to both marketed and off-market opportunities while maintaining a disciplined investment approach.

Select opportunities are shared with investors on a targeted basis upon entering advanced stages of diligence.

NE Florida Growth Markets

NASSAU COUNTY

Population Growth – 3%
HH Income - \$90k
Employment Growth (5yr) – 12%-18%

CLAY COUNTY

Population Growth – 2%
HH Income - \$82k
Employment Growth (5yr) – 10%-16%

DUVAL COUNTY

Population Growth – 2%
HH Income - \$68k
Employment Growth (5yr) – 10%-15%

ST. JOHNS COUNTY

Population Growth – 4%
HH Income - \$115k
Employment Growth (5yr) – 15%-22%

FLAGLER COUNTY

Population Growth – 3%
HH Income - \$78k
Employment Growth (5yr) – 14%-20%

Sources: U.S. Census Bureau,
BLS, Zillow, Yardi, CoStar



INVESTOR OFFERING

Aligned Capital. Long-Term Partnerships.

Southern Edge Capital partners with a select group of investors to execute a programmatic investment strategy focused on operationally driven multifamily opportunities.

BUILT FOR REPEAT PARTNERSHIPS

We are not a one-off sponsor. Our objective is to build long-term, programmatic relationships with investors who seek consistent exposure to multifamily investments through a disciplined and repeatable platform.

SIGNIFICANT GP CO-INVESTMENT

Southern Edge Capital invests meaningful capital alongside our partners in each transaction. Our capital is aligned with our investors and focused on long-term value creation.

INSTITUTIONAL YET FLEXIBLE STRUCTURING

Typical investment structures include LP/GP partnerships, preferred returns with performance-based upside participation, and transparent fee structures aligned with execution.

PROGRAMMATIC EXECUTION

Through our sourcing platform and market presence, we aim to provide recurring investment opportunities, consistent underwriting, and scalable capital deployment.

INVESTOR EXPERIENCE

We provide institutional-quality reporting and ongoing, streamlined communication with the operating team, ensuring transparency and alignment throughout the investment lifecycle.

We are focused on building lasting investor relationships, grounded in alignment, transparency, and consistent execution across cycles.

WHY SOUTHERN EDGE

A Differentiated Approach to Multifamily Investing

Southern Edge Capital combines institutional investment discipline with hands-on operational execution. Our platform is designed to identify, acquire, and enhance multifamily assets through a repeatable and scalable approach.

OPERATIONAL CONTROL

Vertically integrated platform providing direct oversight of asset management, property operations, and capital execution to drive performance.

BASIS-DRIVEN INVESTING

Focus on acquiring assets at a discount to replacement cost, creating downside protection and enhancing risk-adjusted returns.

REPEATABLE PATTERN

Programmatic investment approach designed to provide consistent access to opportunities and scalable capital deployment.

ALIGNMENT OF CAPITAL

Meaningful GP co-investment alongside partners, ensuring alignment of interests and long-term commitment to each investment.

MARKET EXPERTISE

Deep understanding of Northeast FL markets, with a focus on high-growth regions supported by strong demographic and economic fundamentals.

TEAM

Experienced Leadership. Aligned Execution.



TONY RAIMONDO

Co-Founder & CEO

Nearly four decades of experience acquiring and operating multifamily assets. \$150M+ in transactions across 20+ properties. Leads acquisitions and operations; invests alongside partners.



CRISTA RAIMONDO

Co-Founder & Managing Principal

20+ years in operations, procurement, and project execution. Managed 100+ multi-million-dollar projects. Leads asset management and operational performance.



ANDY STEINVURZEL

Managing Director, Legal & Compliance

20+ years in legal, financial, and private capital markets. Institutional background supporting multi-billion-dollar platforms. Oversees legal, compliance, and structuring.



SOUTHERN EDGE
CAPITAL

*Execution-Driven Investing. Local Market Expertise.
Repeatable Results.*

Tony Raimondo | Co-Founder & CEO

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