

Think Bigger: How To Maximize Your Returns In Rental Property Investing



Investors Should Do Their Own Due Diligence

Expected returns on investment are estimates only and are not guaranteed. The actual return on investment for an investment opportunity is based on many factors and cannot be predicted with certainty.

The return on investment and other figures provided by JWB are estimates only, not guaranteed and are subject to change. The estimated return on investment does not include or account for additional potential costs such as home warranties or additional maintenance or vacancies.

We realize that there are multiple methods of calculating return on investment, and some assumptions or information contained herein may not be applied to every investor's model. The data provided herein is not guaranteed and should be independently verified. JWB expressly disclaims any liability or responsibility for the accuracy, correctness, or completeness of any information provided and encourages investors to do their own research.

JWB is not a financial advisor and is not offering financial planning advice.





JWB Real Estate Capital

- Over 1,700 clients from 49 states & 13 countries
- Manages over \$1.3 Billion in real estate assets
- Purchased over 3,000 rental properties
- Over 5,500 properties under management
- Owns 400+ single-family rental properties
- Owns 20+ city blocks in downtown Jacksonville
- Over 130 full-time teammates



2022 Award
Recipient



10-Time Winner (2012, 2014-2019,
2022-2024)



6-Time Winner (2015, 2018-2019,
2021-2023)



14-Time Winner
(2011-2024)



REAL ESTATE INVESTORS LOVE

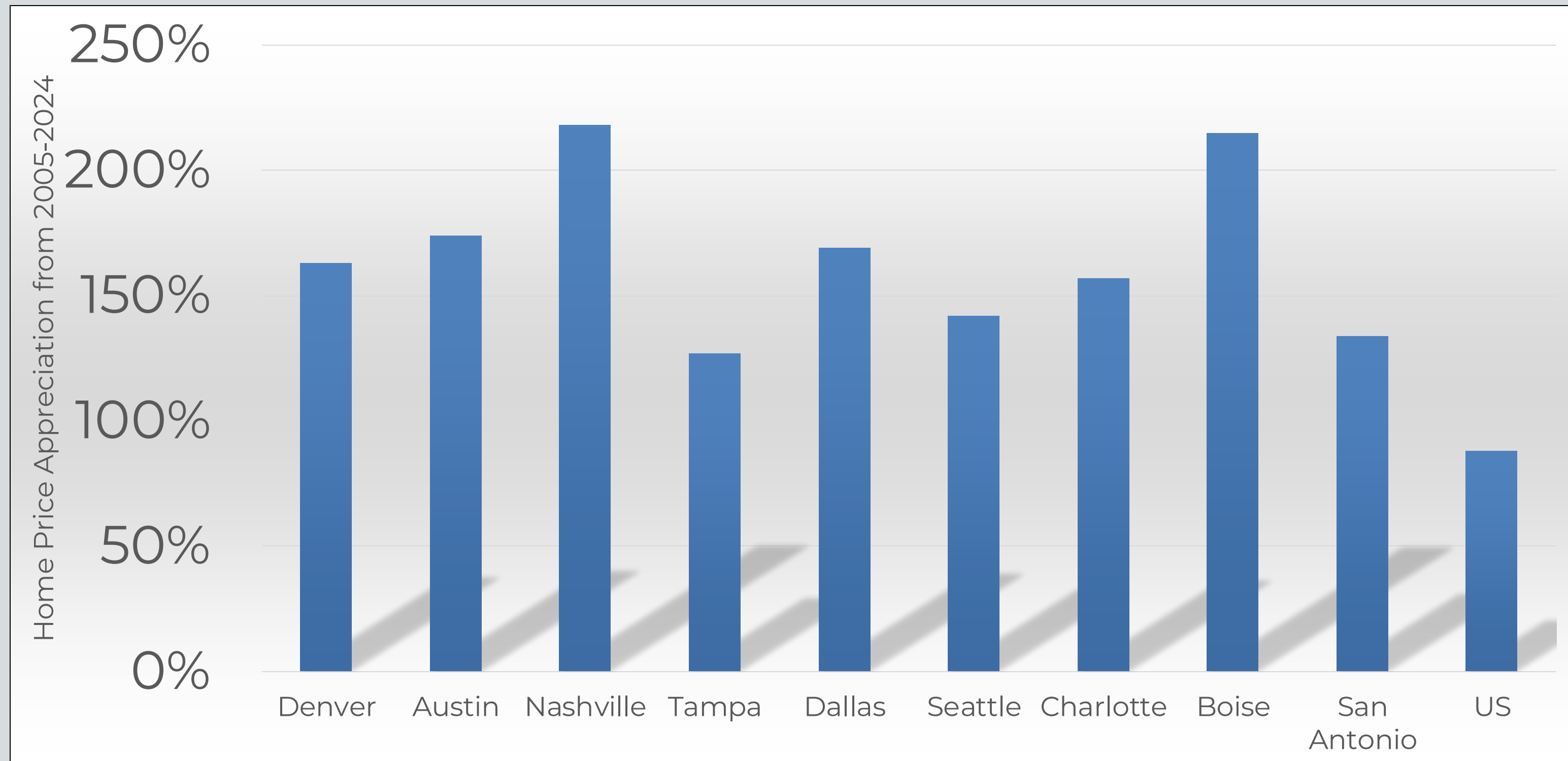


The **best “Path of Progress”**
goes right through...

**...The Next Great American
Downtown.**



These Revitalized Downtown Cities Have Appreciated 89% More Than US Avg Since 2005



Source: John Burns Real Estate Consulting - <https://jbrec.com/>.



Nashville, Austin, And Tampa Home Prices Were Below Both Jacksonville And The US In 2005

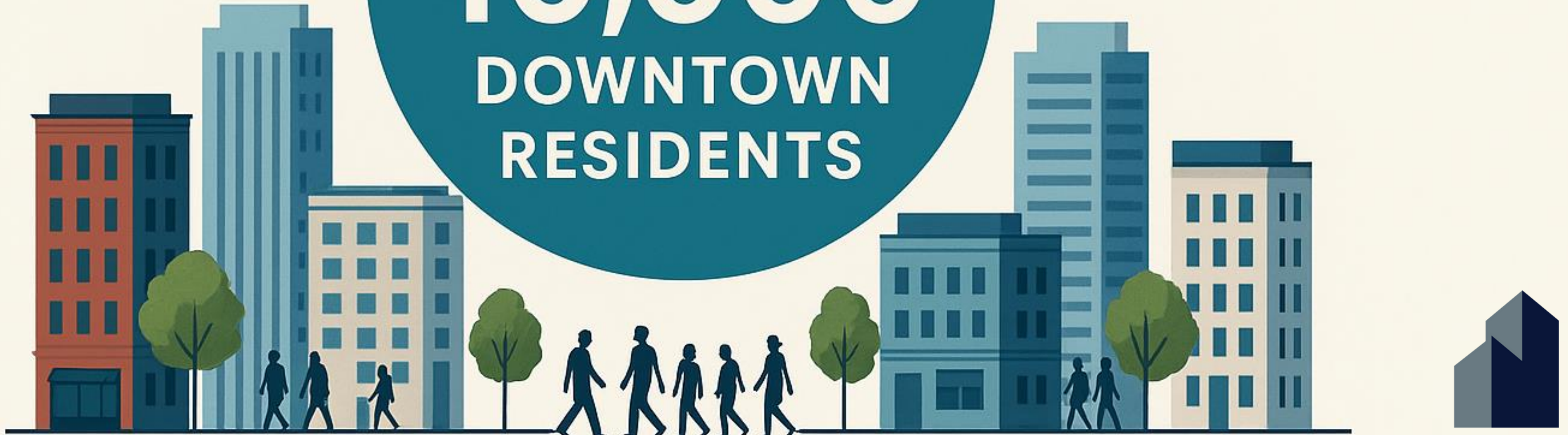
	2005 Med. Sales Price	% Above US	2024 Med. Sales Price	% Above US
Nashville, TN	\$146,900	(49%)	\$466,800	13%
Austin, TX	\$160,701	(36%)	\$440,000	7%
Tampa, FL	\$169,900	(29%)	\$386,200	(6%)
US Avg	\$219,000		\$412,500	
Jacksonville, FL	\$172,400	(27%)	\$357,400	(13%)

What do these 3 cities have in common? Each have a downtown that become revitalized in the 2010s.



HOW CAN YOU SPOT THE NEXT GREAT AMERICAN DOWNTOWN?

CRITICAL
MASS OF
10,000
DOWNTOWN
RESIDENTS



Jacksonville's downtown today **is just like Austin and Nashville** in the early 2010's...

And within a matter of years, **home prices, rents, and median incomes skyrocketed** there.

The **same will happen** in Jacksonville.



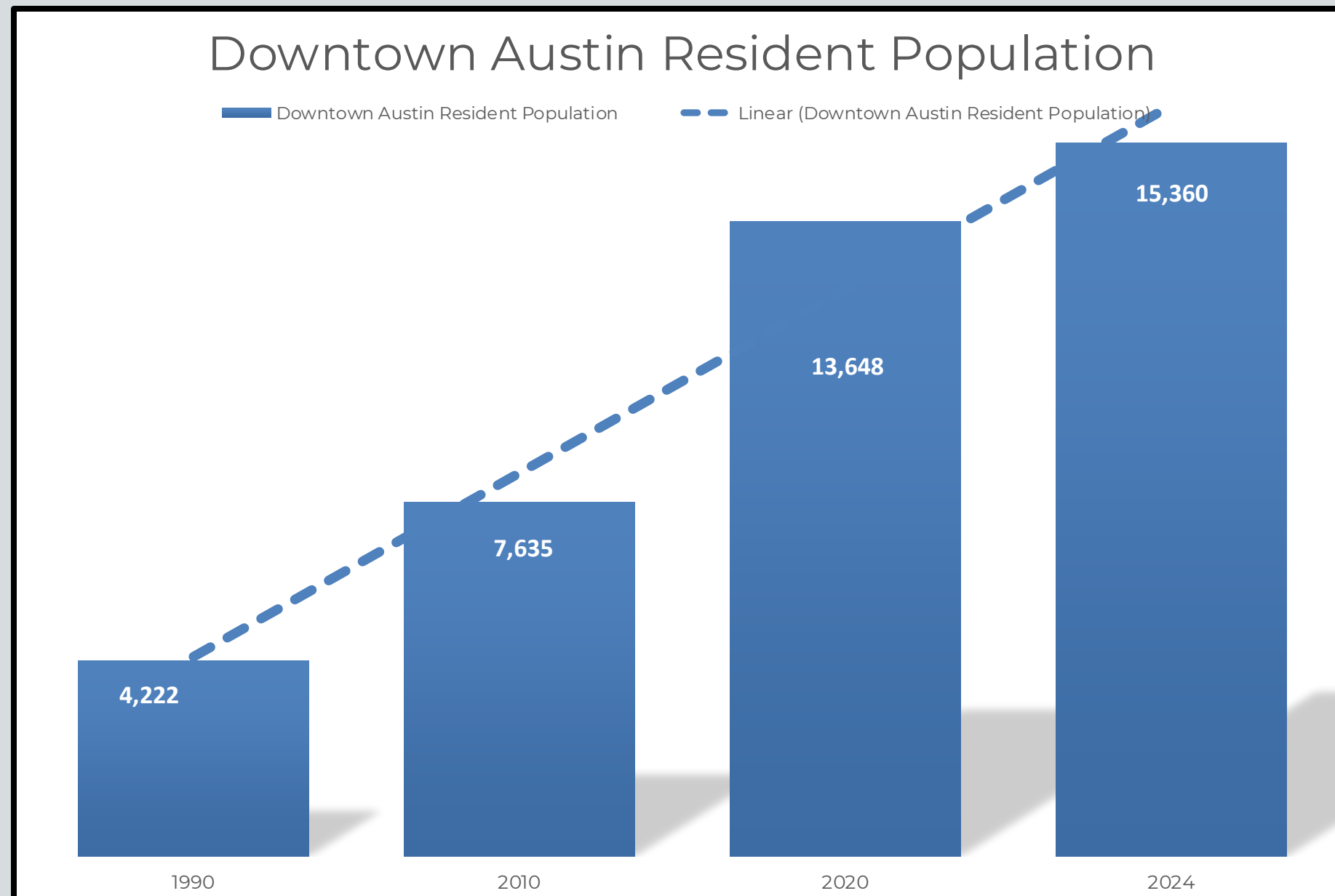
Downtown

Case Study:

Austin, TX



Austin, TX: 7,600 Downtown Residents Was The Start Of Rapid Growth

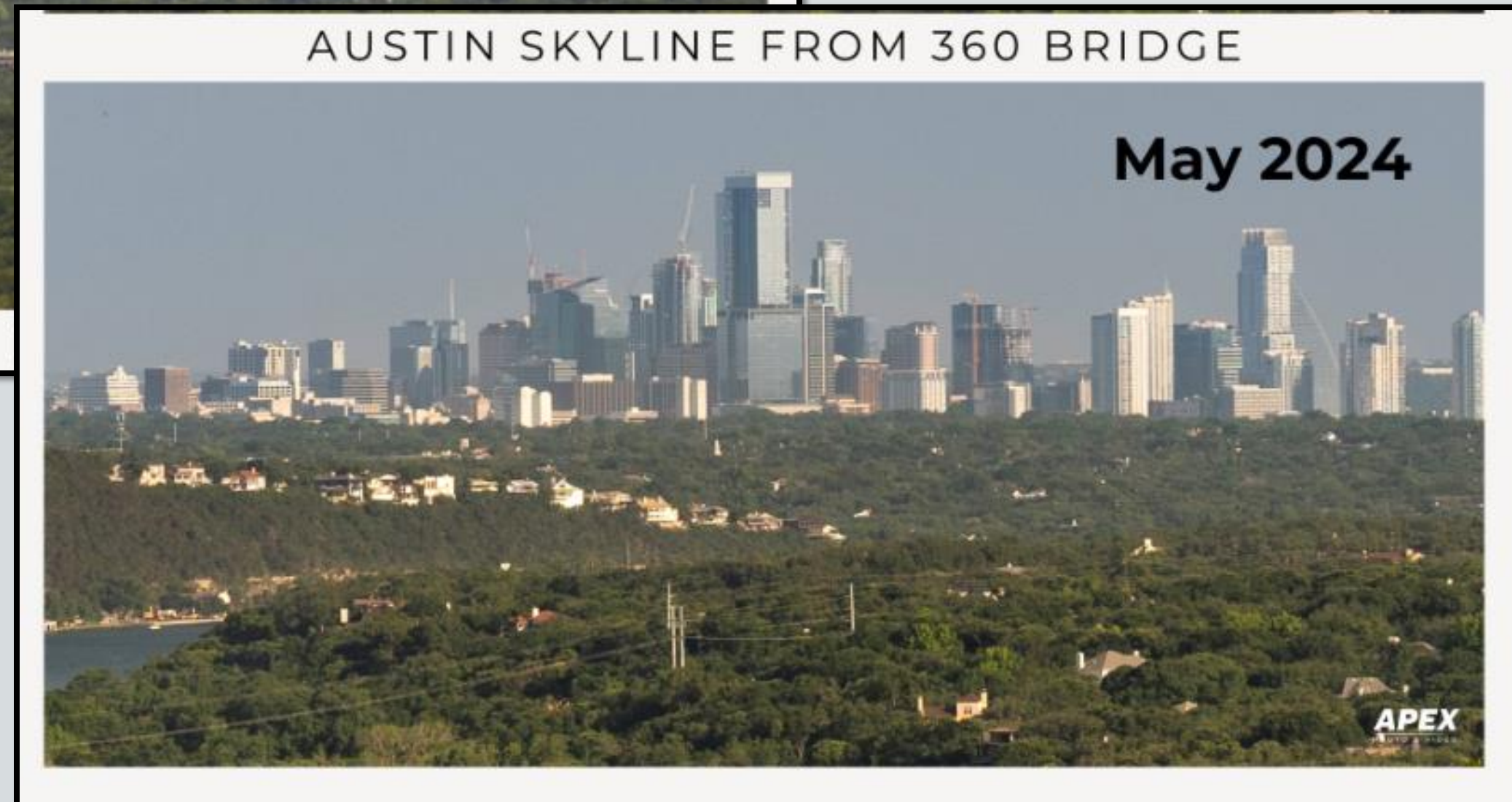
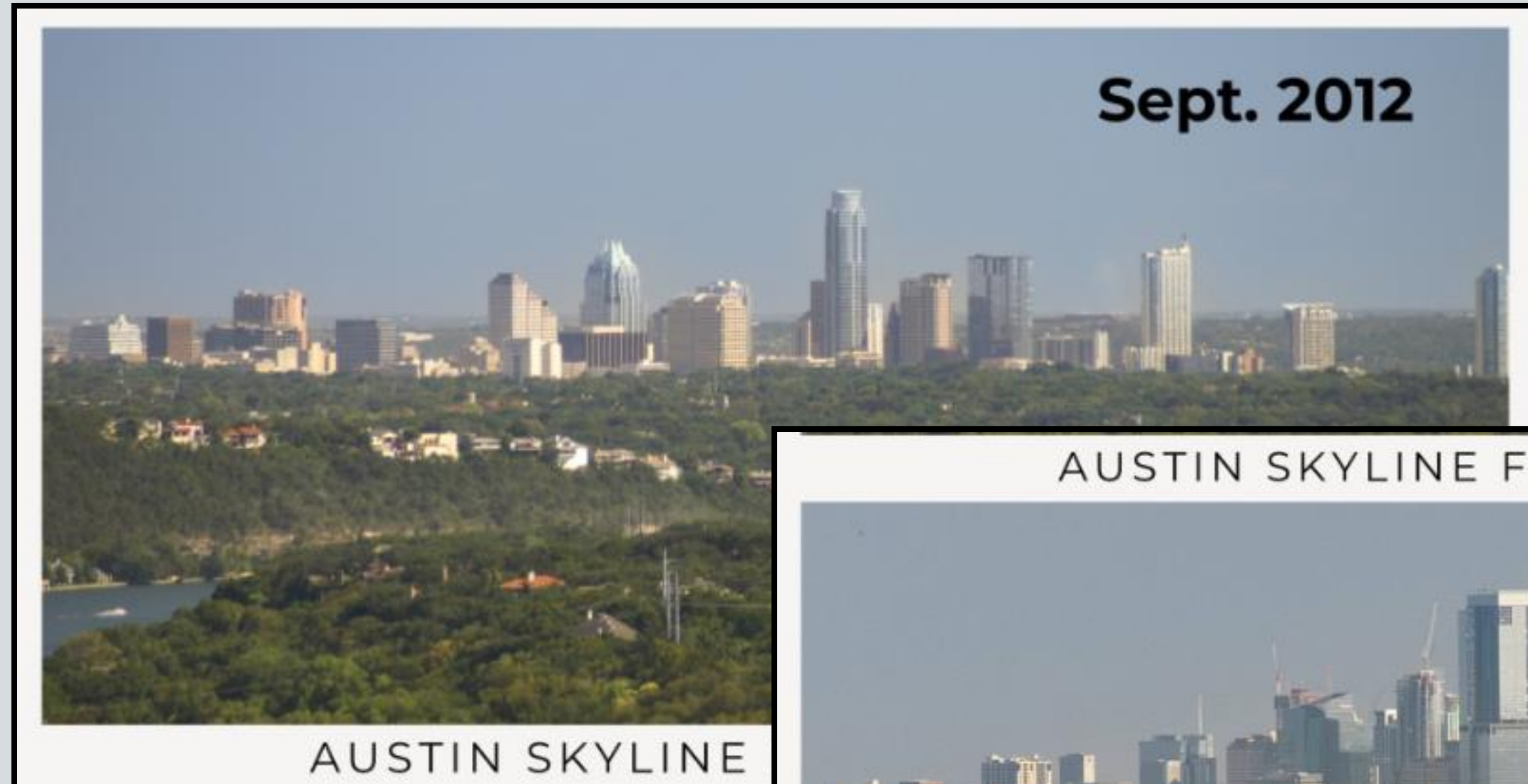


After reaching
~7,600 residents,
the population of
downtown Austin
grew 101% from
2010 to 2024.

Sources: Austin State of Downtown Reports by Downtown Austin Alliance - <https://downtownaustin.com/economic-development/state-of-downtown/>.
Culture Map Austin - <https://austin.culturemap.com/news/real-estate/06-06-22-downtown-austin-population-popped-79-from-2010-to-2020-says-report/>.



Downtown Austin



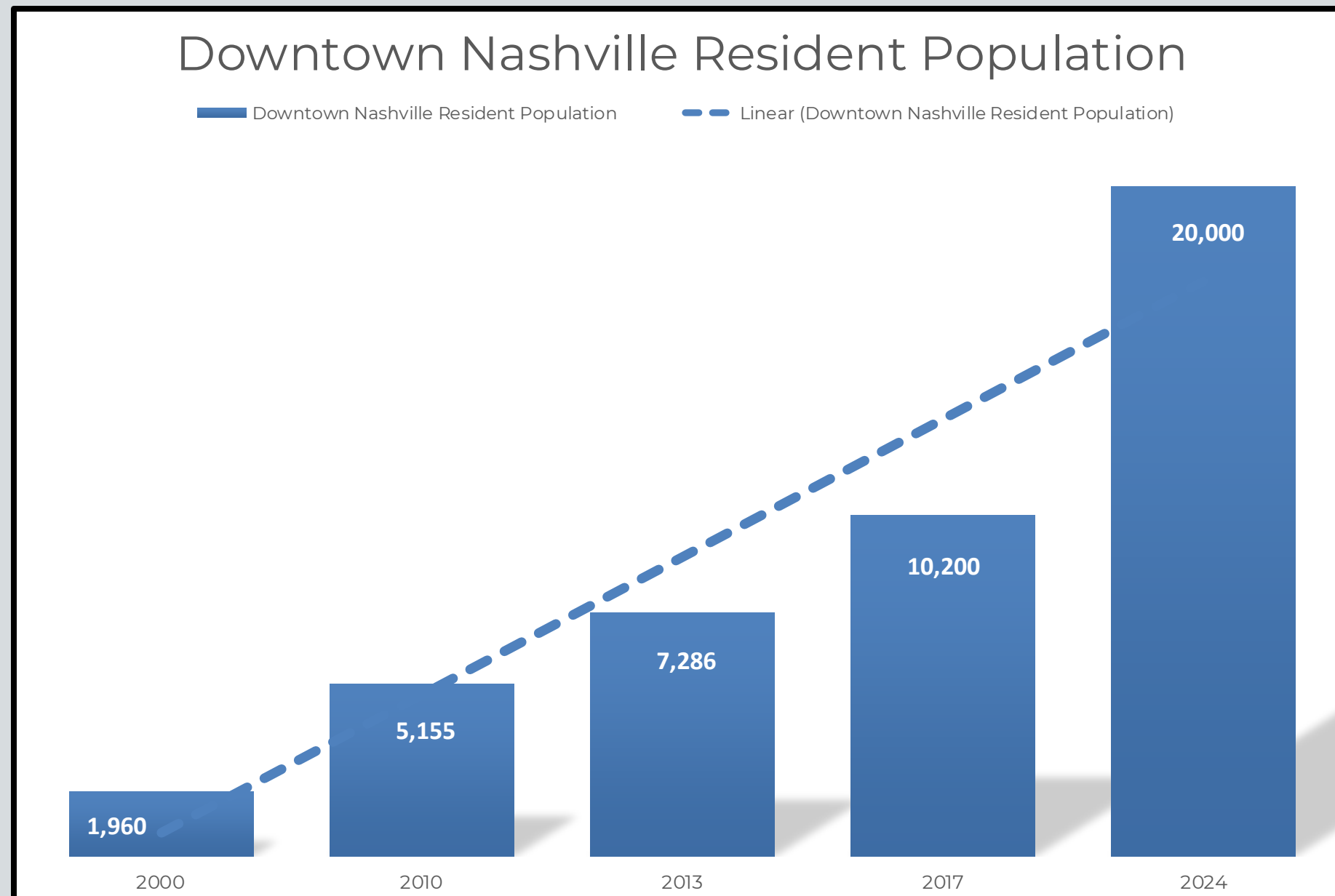
Downtown

Case Study:

Nashville, TN



Nashville, TN: ~7,300 Downtown Residents Was The Start Of Rapid Growth



After reaching ~7,300 residents, the population of **downtown Nashville** grew **174%** from **2013 to 2024.**

Sources: Nashville State of Downtown Reports by Nashville Downtown Partnership - <https://nashvilledowntown.com/resources/reports-publications>. 2018 Nashville Residential Report - <https://ctycms.com/tn-nashville/docs/2018-residential-report-updated.pdf>. 2013 Nashville Residential Report - https://ctycms.com/tn-nashville/docs/2013_residential_report.pdf.



Downtown Nashville



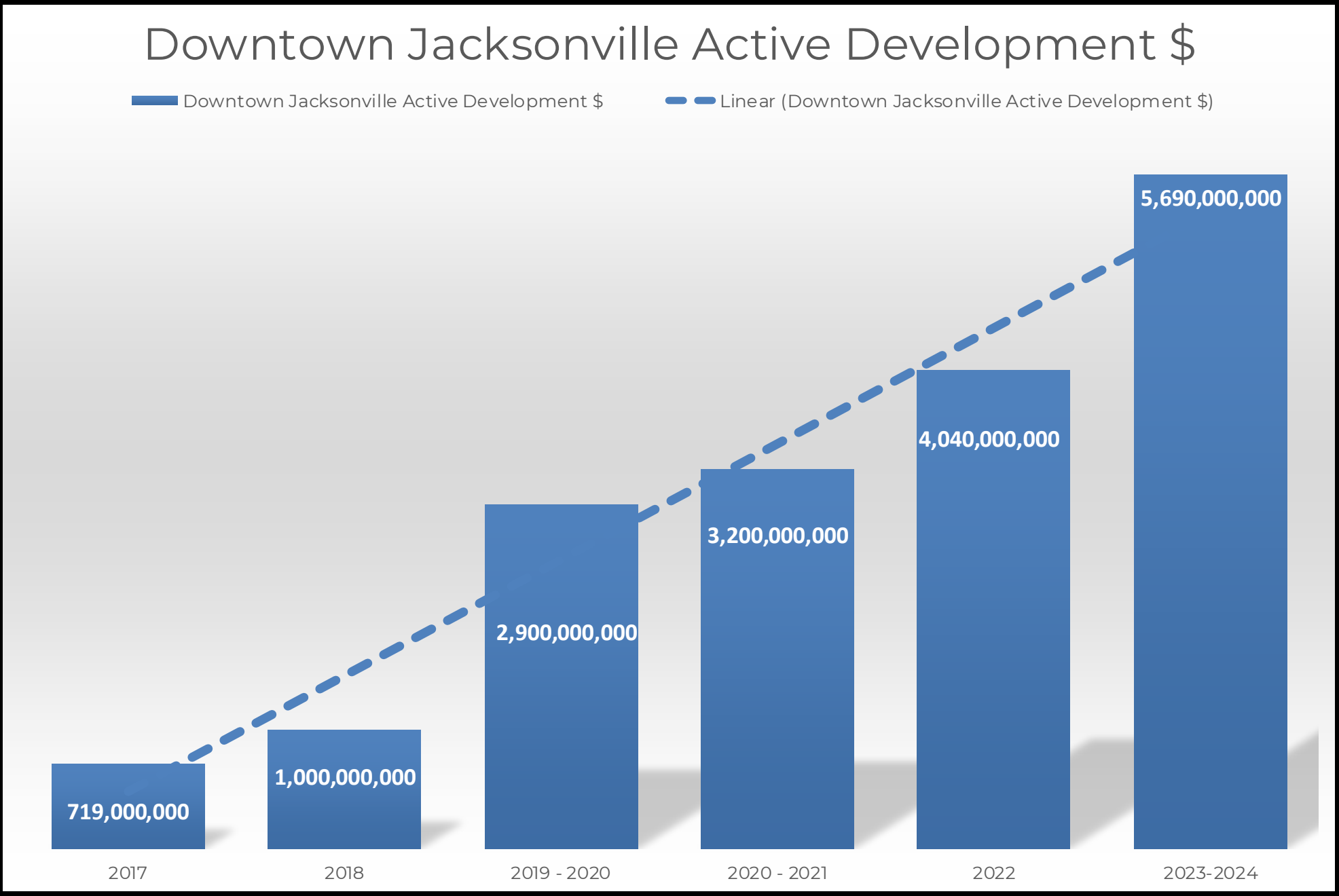
Downtown

Case Study:

Jacksonville, FL



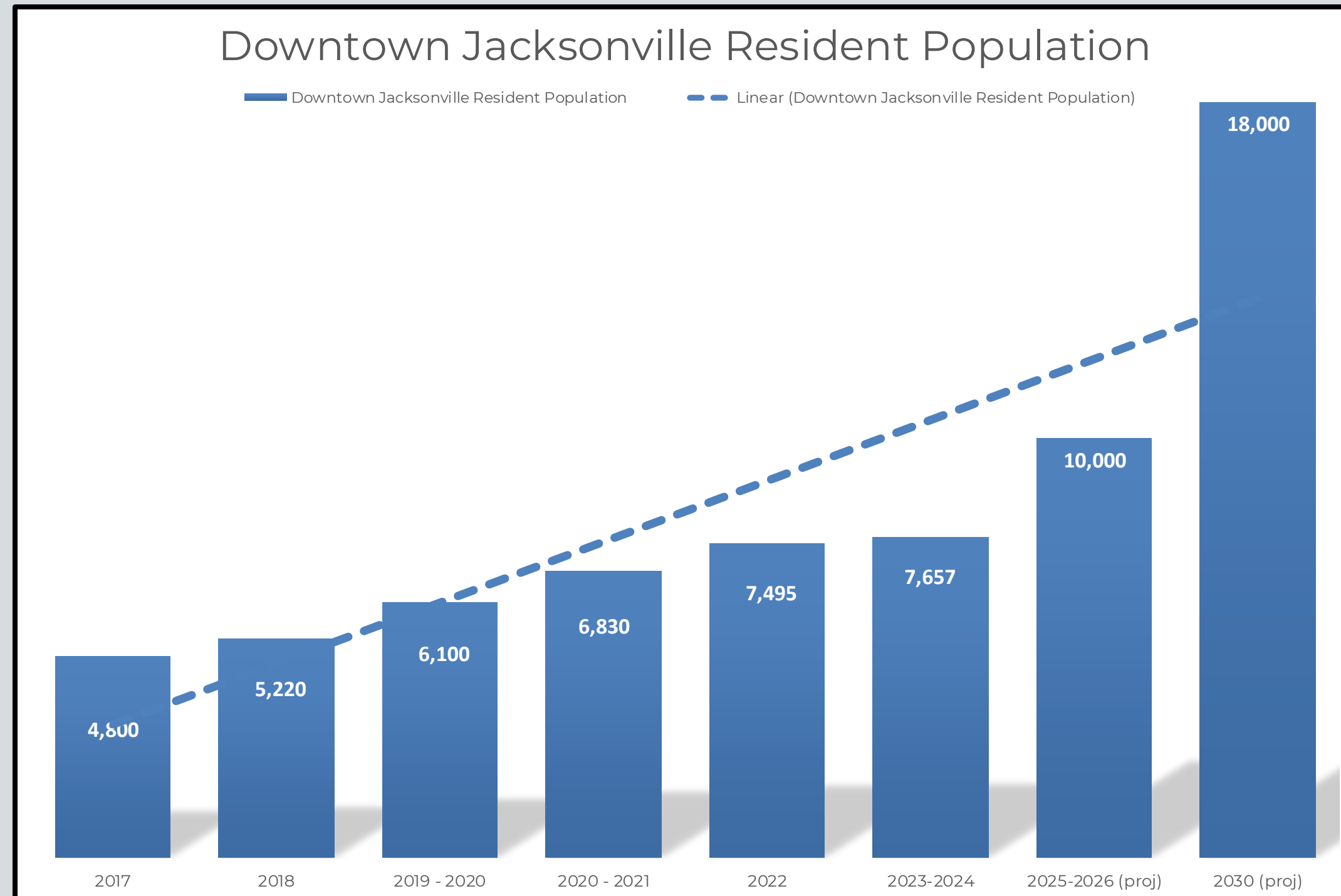
Downtown Jax Currently Has \$5+ Billion In Active Construction In Downtown Jacksonville



There was **\$1.1+ billion** of development projects completed in 2023/2024.



Downtown Jax Currently has 7,657 Residents and Has Grown 47% in Last 6 Years



...And the resident
**population is
expected to grow
135% by 2030**



State of Downtown
Downtown Projects and Completion Dates

LEGEND
Completed
Under Construction
Not Started Construction

UF Campus
2027

Johnson Commons
First phase completed

Lift Ev'ry Voice Park
Completed

Emerald Trail
First phase completed

McCoy's Creek
Late 2025

AC Marriott
2026

Artist Walk
Completed

One Riverside
(Whole Foods)
2025

Related Southbank
2027/2028

218 Church &
The June
Completed

Snyder Church
Late 2026

Oak
Steakhouse
Mid 2026

Starbucks
Late 2025

Musical Garden
Late 2025

McCoy's Creek
Park
2027/2028

Friendship Fountain
Completed

Dorothy's
Completed

St. Johns River
Park
Completed

Lofts at Southbank
Mid 2027

Hotel
Bellamy
2027

Riverfront Plaza
Late 2025

Keane's &
Besa
Sept 2025

JWJ Park
2027

225 Laura & Mags
2026

Pour Taphouse &
Pizza Jeans
Mid 2025

Decca
Completed

Shipyards Park
2027/2028

MOSH
2028

Artea Apartments
Mid 2025

Doro Apartments
Early 2026

Shipyards Office
2026

Rivers Edge Park
2026

Four Seasons
2026

Met Park
2027/2028

Stadium of the
Future
2028

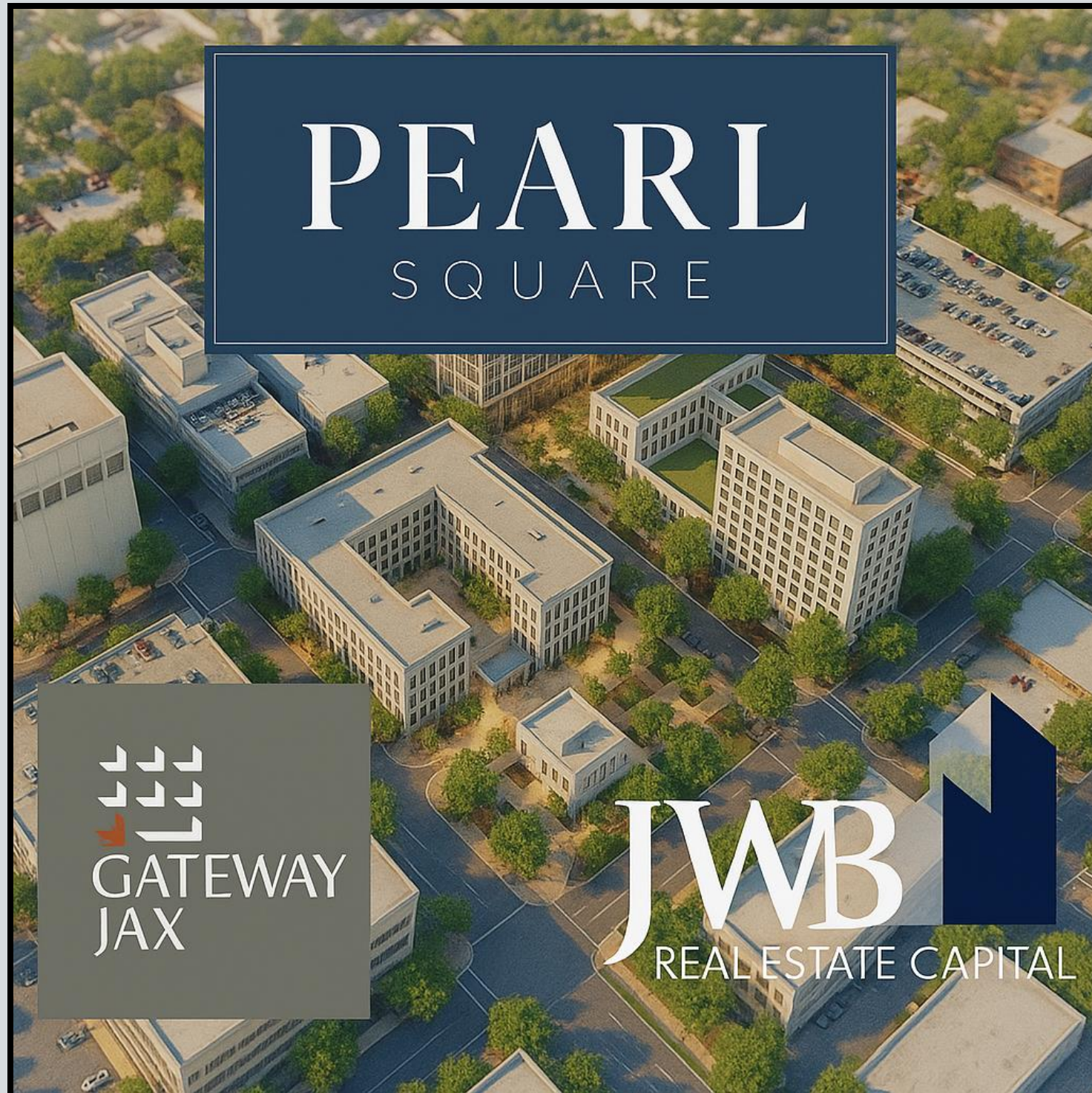
Union Terminal
Completed

Hardwicks
Completed

Laura St Trio
2027/2028

First & Main
Completed

Pearl Square Jacksonville: One Of The Largest Urban Core Revitalization Projects Ever In The US



Project Timeline:

- Groundbreaking in 2024
- Broke ground on 1st building (Oct 2024)
- Broke ground on 2nd building (May 2025)
- Publix signed lease for 31k sq ft (Sept 2025)
- Est. Completion 2028



PEARL SQUARE

DOWNTOWN JACKSONVILLE

GROUNDBREAKING 2024 | COMPLETION 2028



\$2 BILLION

DEVELOPMENT

1,250+

RESIDENTIAL
UNITS

200,000

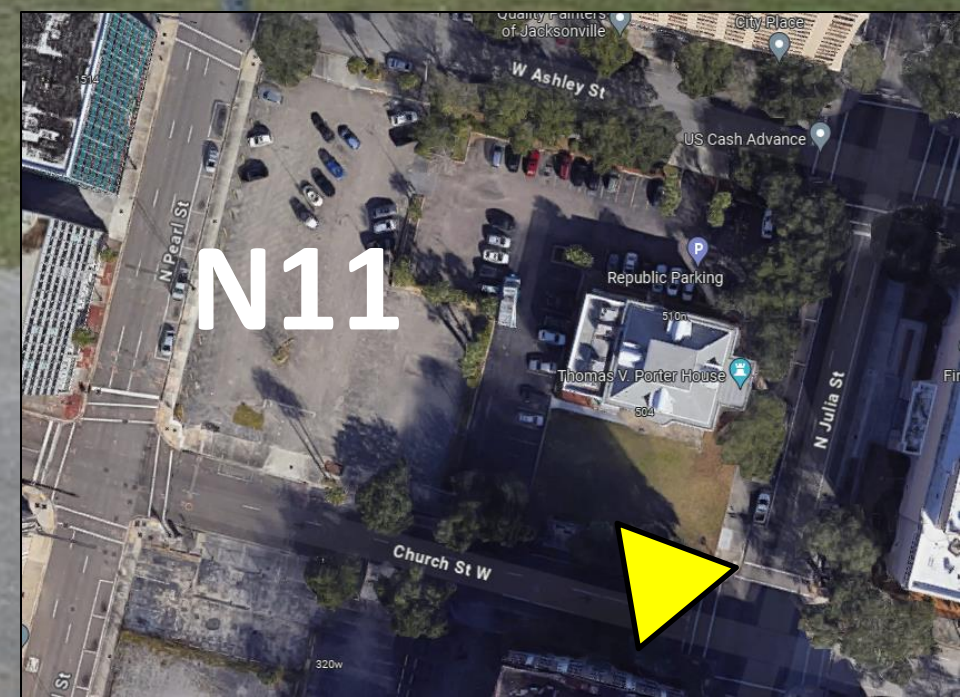
SQ. FT.
OF RETAIL

\$750M/YR

ECONOMIC
IMPACT

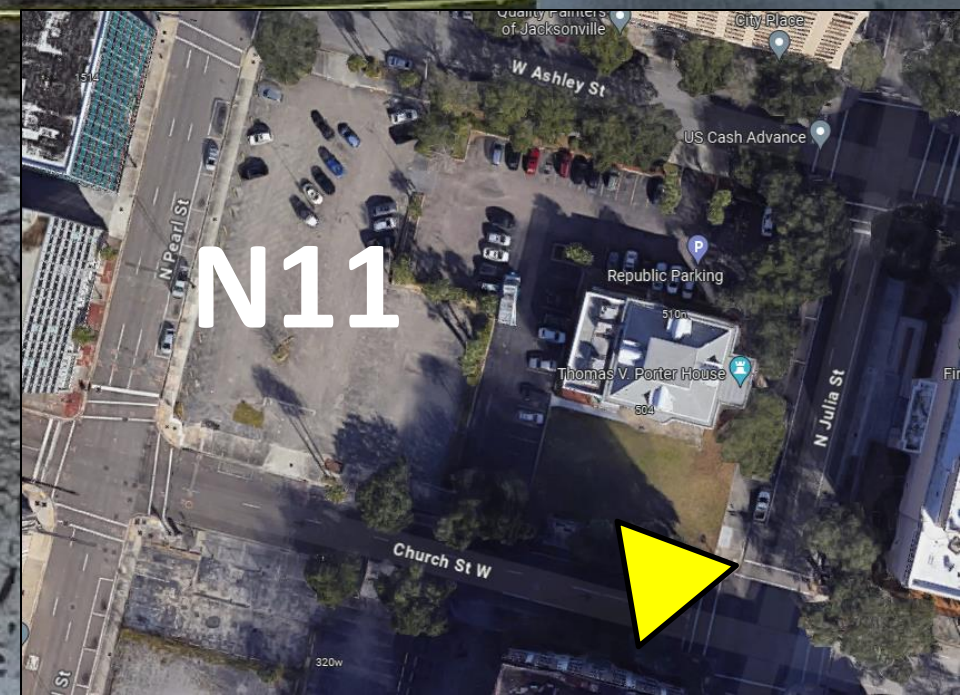
25 CITY BLOCKS

BEFORE: NW, CHURCH & JULIA ST



N11

CURRENT: NW, CHURCH & JULIA ST



AFTER: NW, CHURCH & JULIA ST



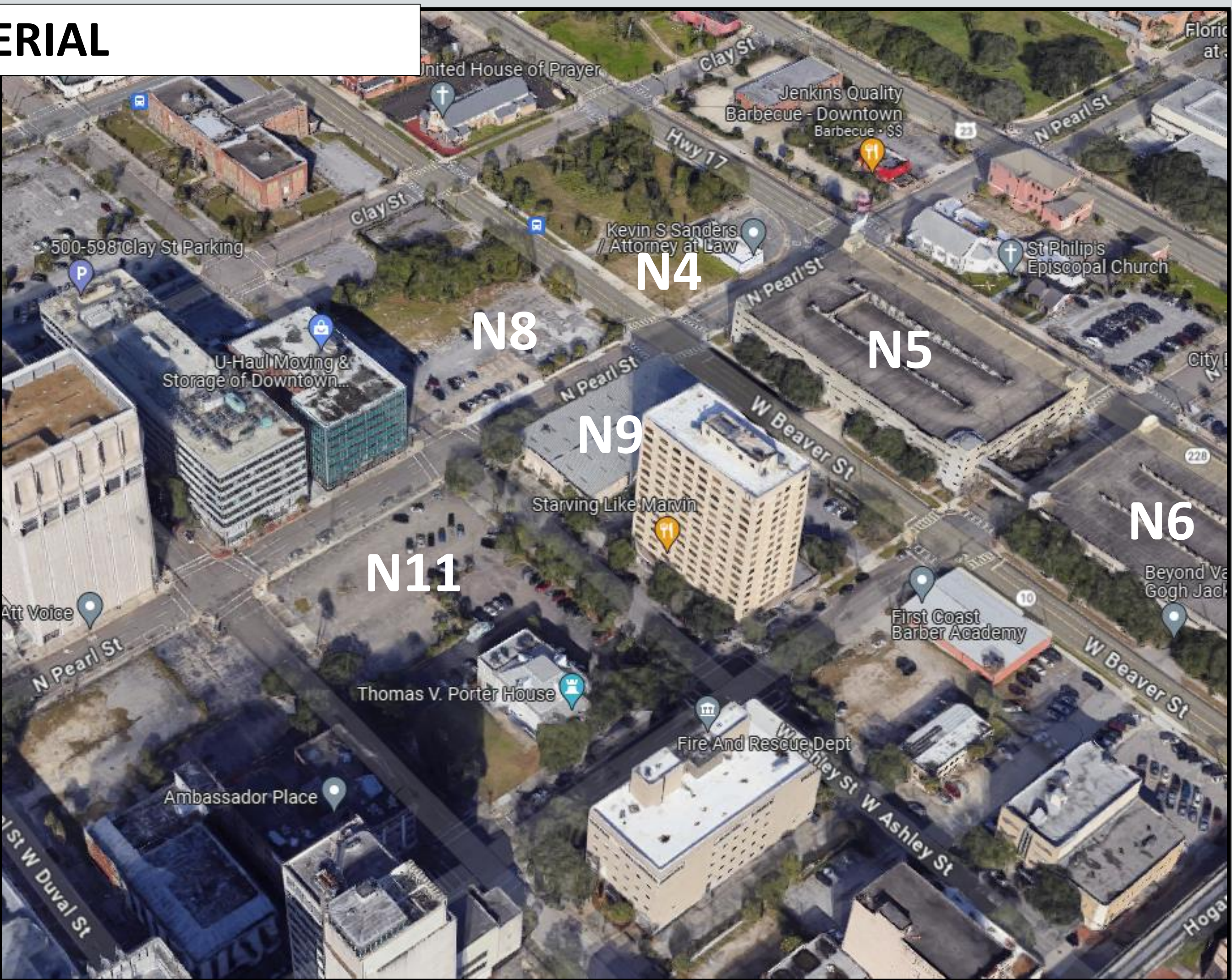
BEFORE: NE, PEARL & BEAVER ST



AFTER: NE, PEARL & BEAVER ST



BEFORE: AERIAL





AFTER: AERIAL



How can you use this
information to **earn the
best risk-adjusted returns**
on investment?



Here's What To Expect If You Want to Invest In Downtown Buildings:

- **Requires millions of \$**
- **Doesn't provide positive cash flow**
- **Lack of control**
- **Not everyone can do it (accredited investors only)**
- **Capital calls are frequent and expensive**
- **Long time to payback**
- **You're a pioneer, not following a proven system**



INVEST IN SINGLE-FAMILY RENTALS SURROUNDING THE NEXT GREAT AMERICAN DOWNTOWN



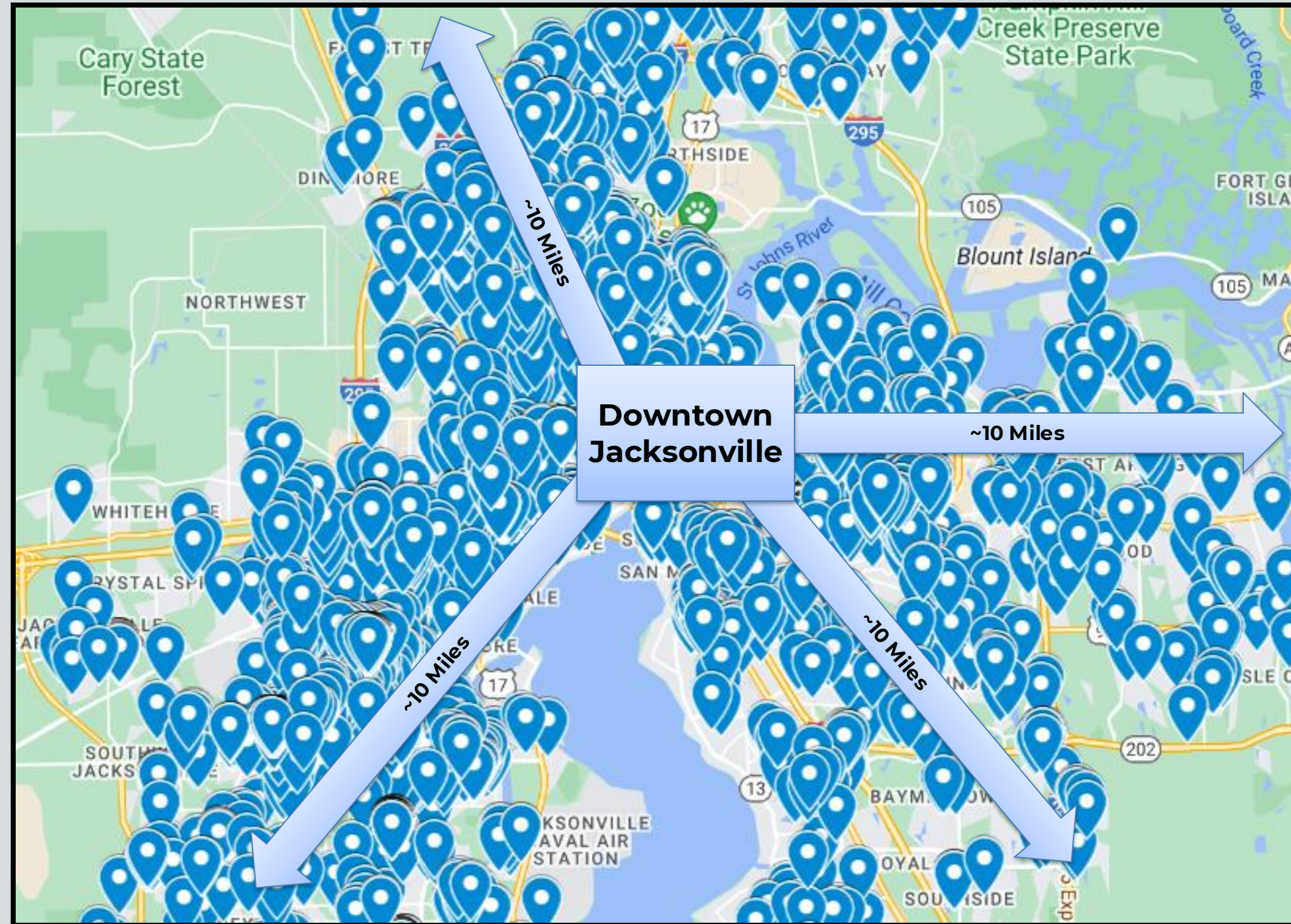
- **HIGHER HOME
PRICE APPRECIATION**
- **HIGHER RENT
PRICE GROWTH**
- **HIGHER MEDIAN
INCOMES**

**ALL OF THE UPSIDE OF A REVITALIZED DOWNTOWN,
WHILE ENJOYING RISK MITIGATION OF CASH
FLOW POSITIVE RENTAL PROPERTIES**



JWB Investing Strategy:

Invest Within ~10 Miles of The Next Great American Downtown



Just think...

If you could go back in time and invest
in cash flow positive properties in
Nashville in the early 2010's...

**...you'd buy as many rental properties
as you could.**



Now, **you have the same
type of opportunity in 2025**
in Jacksonville.





JWB's Q4 2025 Jax Real Estate Market Report

Request your free
copy today!

JWBRealEstateCapital.com/AmericanIRA

Join the *Not Your Average Investor Show* Community



Live show every Tues @
12:30pm ET

Join live → www.NYAIS.com

Listen on the go...subscribe
to the podcast!

