

# Archer Realty Investments

## 1. Why did you start Archer Realty Investments, and how has it grown over the years?

Going down memory lane, my dad and mom are very self-made with no help from their parents to do what they did back in India – both having their own jobs working hard day in and day out, investing in real estate for the long haul, planning things together like talking about their combined finances and a lot of meticulously driven short-term goals which propelled them to be successful by constantly meeting them from time to time. When I was growing up, I never understood this, nor was I even interested in knowing about real estate, but when I moved to America for College, as they say, the "land of opportunities," I always felt that what they have done especially with real estate somehow stuck a chord in me when I want to invest my first earnings. Thanks to my wife, who has the same propensity for real estate, which made the decision even simpler to start Archer Realty Investments.

It has grown tremendously over the years from when we first started in one city in NJ to expanding to all over the US and within no time today expanded our investments to Europe

## 2. What are the services offered by Archer Realty Investments?

Archer Realty Investments is an independent investment firm that has broad interests in investing in residential and commercial properties across the world. The company's services include but are not limited to fix and flip, rental housing and management, commercial property acquisition & management, and to remain as diversified as possible in the real estate space.

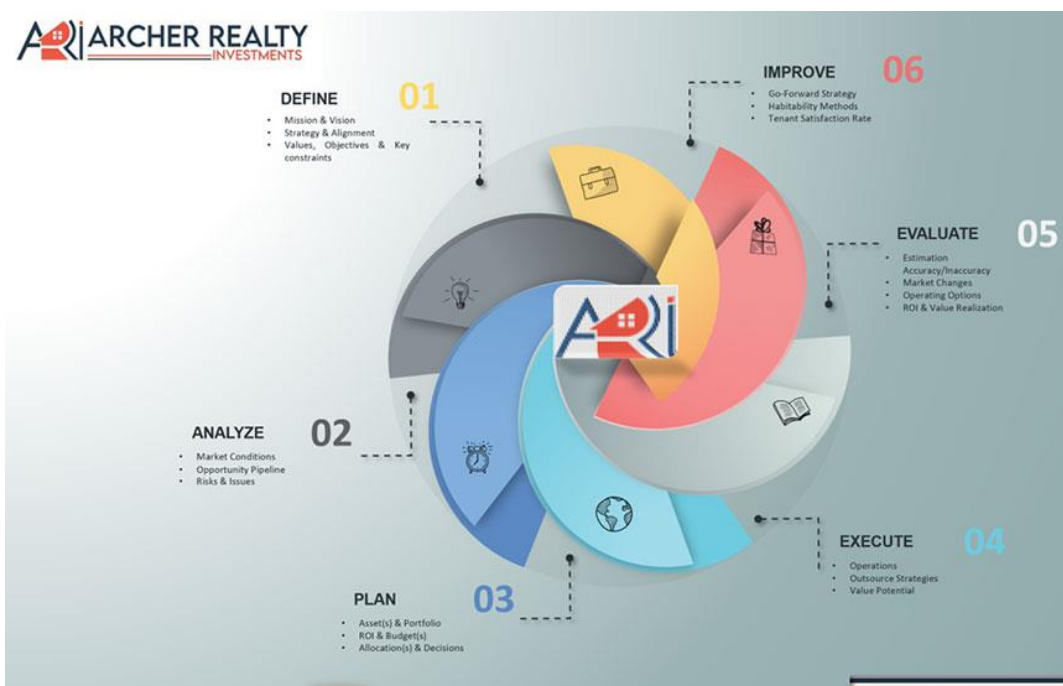
## 3. What is Archer's code of conduct, and how important is it for the company? Can you elaborate?

Our investment philosophy is built on the objective that we need to achieve a higher rate of returns with as little risk as possible, and we strive every day to conduct our own market research and stay ahead of the trends. At times, we also seek help from qualified investors who are interested in partnering with us to achieve higher returns, and most importantly, in those instances, we select people or institutions who are aligned with our philosophy of thinking more

than anything else. This outlines how important Archer's code of conduct is important for the company than anything else

#### 4. What role does innovation play in Archer Realty's processes?

Our investment management system considers our strategies, proprietary research analysis, fundamental planning, and execution capabilities, along with evaluation and improvement methodologies that serve the company's unique investment management system. Figure 1(a) outlined below illustrates our investment management lifecycle-



We maintain value growth through the following -

**Diversified Tenant Base** – We build a pool of diversified tenant base who come from various backgrounds with different requirements to rent/lease so that one tenant or a set of them having the same patterns do not disrupt the company's profits. Innovation is built at the front end of this to ensure the tenants have access to high-tech software applications that integrate from leasing to property maintenance etc.

**Positive Cash Flow** – We strive to maintain a positive cash flow in any market condition through our tailored leasing contracts that adapt to the specific needs of the tenants to have a recurring and sustainable cash flow. Innovation is built through augmented financial systems that track

the detailed financials of the property at any given point of time with respect to lease payments, tracking of debits and the associated categories they fall under, the cash flow and net balance at the end of the monthly cycle and any other historical data to run projections for the calendar year

**Build to Scale** – Constantly evaluate and find the right levers in the business that needs to be scaled along with maintaining a "decent" profit margin. Innovation through financial systems also offer us simulated analysis to show “build to scale” models and what would be the financials for that scenario that we want to overlay

**Market Advantage** – Since our strategies are unique and tailored to adapt to the specific needs of tenants and, most importantly, "not rigid," it gives us the flexibility to maintain a market advantage over our competitors. Trend Analysis & Analytics are built into our systems to show market advantages that can be used to gain an edge with respect to our services

**Execution Oversight & Control Points** – Our flawless attention to detail in running operations and addressing the needs of our tenants timely have proven to provide us with value-added benefits.

So, Innovation is built into each step of the process. We need to evolve with growing demand in the industry. To be in the forefront of this, we invest into high-tech software applications and customize it to our needs to ensure we get relevant data points that we can effectively measure and implement.

**5. How comprehensive is Archer Realty’s property portfolio? Do you have options for customers from all walks of life?**

Archer Realty Investment’s portfolio encompasses various units ranging from residential to commercial properties and is very comprehensive. We have developed an allocation model to describe what property types we would like to invest, objectives with each of those categories and most importantly the financials. We diversify with having different asset classes, different tenant types (families, singles, section-8 etc.) and we carefully create multiple exit strategies that we constantly monitor.

We have a lot of options for customers from all walks of like. Reach out to find out more...

**6. What innovative strategy does Archer Realty employ in its property flipping projects? Elaborate, please.**

To simply put, it all starts with the analysis to determine the cost that you want to pay for the property in that given condition. If you get this wrong, the whole project goes for a toss. This is where we innovate to create multiple different financial models to show the variability in terms

of purchase price that we should go for after making some assumptions around rehab budget and other external costs. Based on the scenarios, we determine what is our buffer (min and max.) that we can go with for that project. The other most fundamental factor that determines if we even need to go after it purely depends on whether there is a re-sale potential (neighborhood rating, school rating etc.) for that property and the time window it takes. This is where we find most of the investors get into flipping projects without incorporating the time window into their calculations. Even though it is an assumption it needs to be very calculated, and this comes from experience and having the right oversight and guidance. Ensuring there is a good crew that is cost-effective and not eating into your profit margin is extremely important and quality at any point of time should not be compromised. Also, we partner with local realtors to create awareness with their potential buyers that this is something coming up into the market but given them a heads-up to look out for. This creates a very good buzz around it even before it hits the market for us to realize some significant gains. Bottomline, property flipping projects has its own challenges but more than 95% of the time, we have found success with it using the strategy outlined above

#### **7. What is Archer Realty Investment's future plans?**

Developing a calculated way of predicting certainty is how we look into the future. We look out for ways to identify key milestones in the next year and aim for an approach that can get us there by constantly redefining our strategies based on the current conditions. For our customers, they can see increased automation in the form of payments & gateways, digitalization of agreements, maintenance request portals for seamless communication, etc., as some of the improvements. Also, evaluating our operating standards and measuring satisfaction rates is one of the key measures that will be augmented for each of our service offerings. Expansion of our company's investments to Europe through "Archer International Holdings" is one of the key milestones we wish to achieve this year.

#### **8. Brief bio of any executive you want us to highlight.**

Sunil Archer, Chairman and CEO of Archer Realty Investments is a seasoned real estate professional who has more than 15+ years of experience dealing with different asset-classes, studying market trends, and finding the right investments that today offer the company the much-needed success.

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