

Archer Realty Investments— Achieving a higher rate of returns with as little risk as possible

From time immemorial, owning real estate has been associated with credibility, status, and wealth. Along with gold, it was the safest way of securing one's wealth.

The benefits of investing in real estate are numerous. With well-chosen assets, investors can enjoy predictable cash flow, excellent returns, tax advantages, and diversification—and it's possible to leverage real estate to build wealth.

Archer Realty Investments offer one of the most innovative methods for you to invest in real estate. Archer is an independent investment firm that has broad interests in investing in commercial and residential properties across the world. The firm's strategies include but are not limited to fix and flip, rental housing and management, commercial property acquisition & management, and remaining as diversified as possible in the real estate market.

In conversation with Sunil Tanuku, Chairman and CEO of Archer Realty Investments

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

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 all over the US and within no time today, we expanded our investments to Europe also.

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

Our investment philosophy is 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. Sometimes, 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, outlining the importance of Archer's code of conduct is for the company.

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.

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.
- **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.
- **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.
- **Market Advantage** – Since our strategies are unique and tailored to adapt to the specific needs of tenants and, most importantly, "not rigid," it gives

“*Build your future with archer realty investments.*”

us the flexibility to maintain a market advantage over our competitors.

- **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.

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

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 in, objectives with each of those categories, and most importantly the financials. We diversify by having different asset classes, and different tenant types. We carefully create multiple exit strategies that we constantly monitor.

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

What are 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



Sunil Tanuku, Chairman & CEO

Helping clients grow their wealth through strategic real estate investments

Sunil Tanuku the 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.

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.