

WHY REAL ESTATE? NOW? BESPOKE?

by **Blair Eklund**

For the last decade I've traded commodities on the floor of the Chicago Mercantile Exchange. It was an exciting career that provided invaluable opportunities and lessons. Trading taught me how to understand the underlying economics of the markets.

These same finances play out in real estate. Part of my asset class selection and location analysis involves understanding competing properties' economics, the supply of similar product in the marketplace, as well as future potential properties and their respective demand.

While Bespoke Holdings is new, my real estate presence is not. I've been investing in properties in Illinois and Colorado for the last 8 years. In that time, I have created a sound, discounted cash flow model that allows properties to be properly analyzed and vetted. Additionally, with eight different construction projects in the past two years, I have a good understanding of construction and building costs. This allows me to create realistic estimated numbers for underwriting new prospective properties.

CEO, Blair Eklund, reveals the origins & future of Bespoke Holdings.

Trading taught me that patience and discipline are paramount. When I traded commodities, I only put on positions when there was asymmetric risk, significant upside, and limited downside. I use the same criteria in real estate. Today's market is frothy. I am being very selective on what to buy and have only purchased one new building this year. Bespoke's new property is a fantastic value with significant upside and is 100% leased.

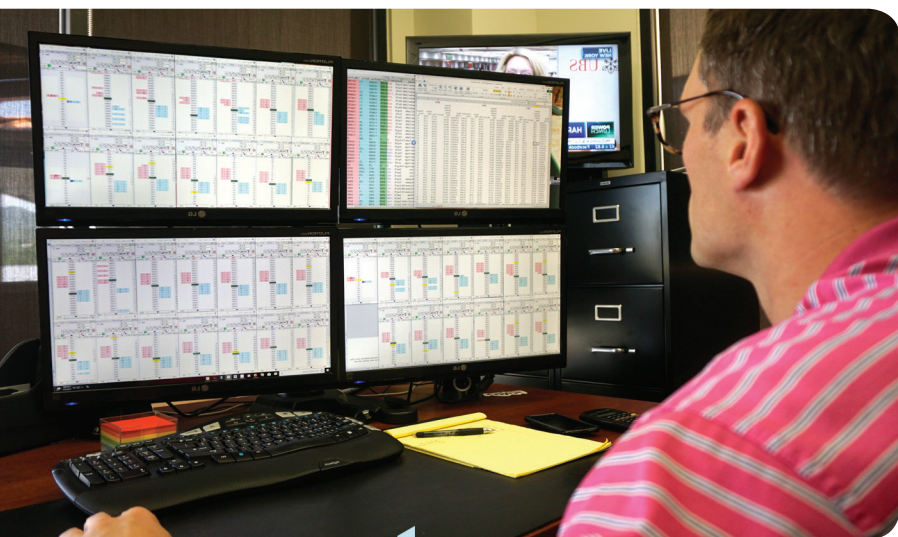
I believe in real estate as a long term asset class. High cash flows are paid yearly and inflation adjustments built into leases increase the value of the property. In addition, you have value in the asset as well as income. You have to believe in what you do, and I believe in real estate and Bespoke Holdings.

I am excited to create this new investment company with different ideals and fee structure. Bespoke Holdings will differentiate itself by aligning interests with our investors. I believe in each property, *and* I will invest in each property. In addition, Bespoke's unique service pricing features low front end costs and management fees that are paid only after investors are rewarded.

I have also created a rigorous property vetting process and due diligence framework to analyze properties under consideration. In short, I am creating a unique opportunity in the exciting world of real estate.

If you would like to hear more about Bespoke Holdings, I welcome you to reach me directly:

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Bespoke Holdings Company is a real estate investment company.

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