

Hearthfire Holdings

Company Overview



HEARTHFIRE
HOLDINGS

Our Company Founders



Sergio Altomare
CO-FOUNDER & CEO

- Proven real estate leader managing \$100M+ in assets with 9 exits averaging 25%+ IRR.
- Expert in leveraging technology and automation to optimize asset performance.
- 20+ years of trusted leadership in finance, technology, and real estate, driving investor success.



Corinn Altomare
CO-FOUNDER

- 15+ years of experience in real estate and law
- 5+ years in technology project management, including multi-million-dollar projects for the financial system
- In 2012, Corinn founded Hearthfire Holdings with the belief in the power of real estate investing to change lives, and the commitment to turn that belief into a reality

Our Core Team

A diverse group of seasoned innovators and disciplined investors.



Michael Baillargeon

PRESIDENT OF
HEARTHFIRE STORAGE PARTNERS

- 25+ years in self-storage operations and management.
- Led Store Space Storage's growth from 27 to 100+ stores in under 2 years, outperforming all REITs in revenue and NOI growth.
- Extensive experience in third-party and asset management with Extra Space Storage and operational leadership at Extra Space and Public Storage.



Michael Marron

CFO

- Proven real estate CFO, CPA and Auditor with success across private and public markets, including leadership at Blue Onyx Companies as CFO and Co-Portfolio Manager of a Morningstar 5-Star global real estate strategy.
- Held investment and asset management roles at EII Capital, Prudential Securities, Sovereign Investments, and Lehman Brothers.



Peter McDaniel

DIRECTOR OF CONSTRUCTION

- 22+ year leader in real estate development and construction
- Most recently led development efforts for Extra Space Storage, across the US Midwest and Northeast regions
- Previous experience includes multi-million-dollar projects for public and private clients



Jeff White

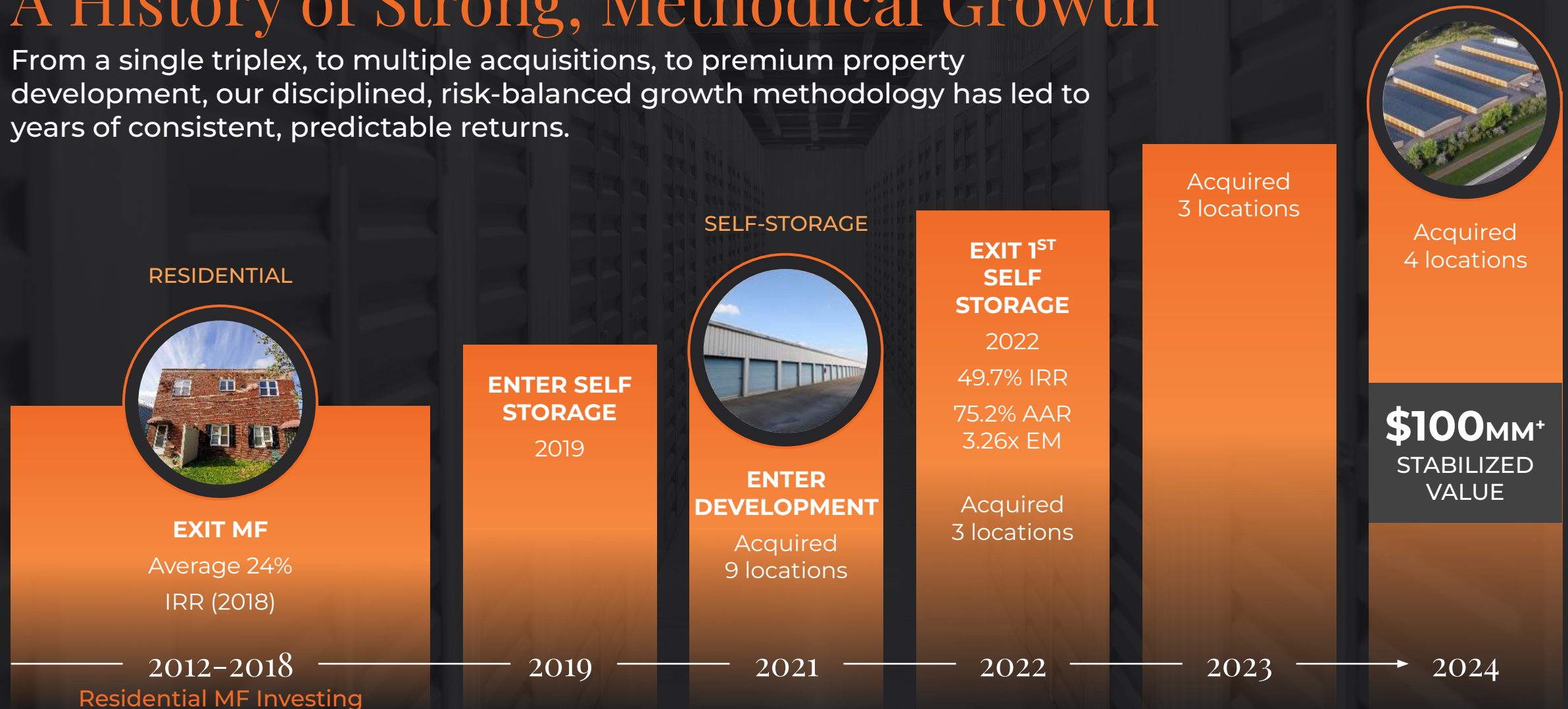
DIRECTOR OF ACQUISITIONS &
PORTFOLIO MANAGEMENT

- 25+ years in commercial real estate asset management across office, retail, and self-storage.
- Led Go Store It's growth with \$400M in direct investments and \$700M in joint ventures.
- Held key roles in analysis, asset management, and transactions with Grubb & Ellis, GMS Realty, and The Rubenstein Company.



A History of Strong, Methodical Growth

From a single triplex, to multiple acquisitions, to premium property development, our disciplined, risk-balanced growth methodology has led to years of consistent, predictable returns.



Portfolio & Track Record

20 +

Properties*

\$150MM +

Asset Value*

5,000 +

Units*

750,000+

Rentable
Sq Ft*

90%

Reinvestment Rate

Across 9 Full Cycle Exits in MF and SS

Hearthfire Portfolio

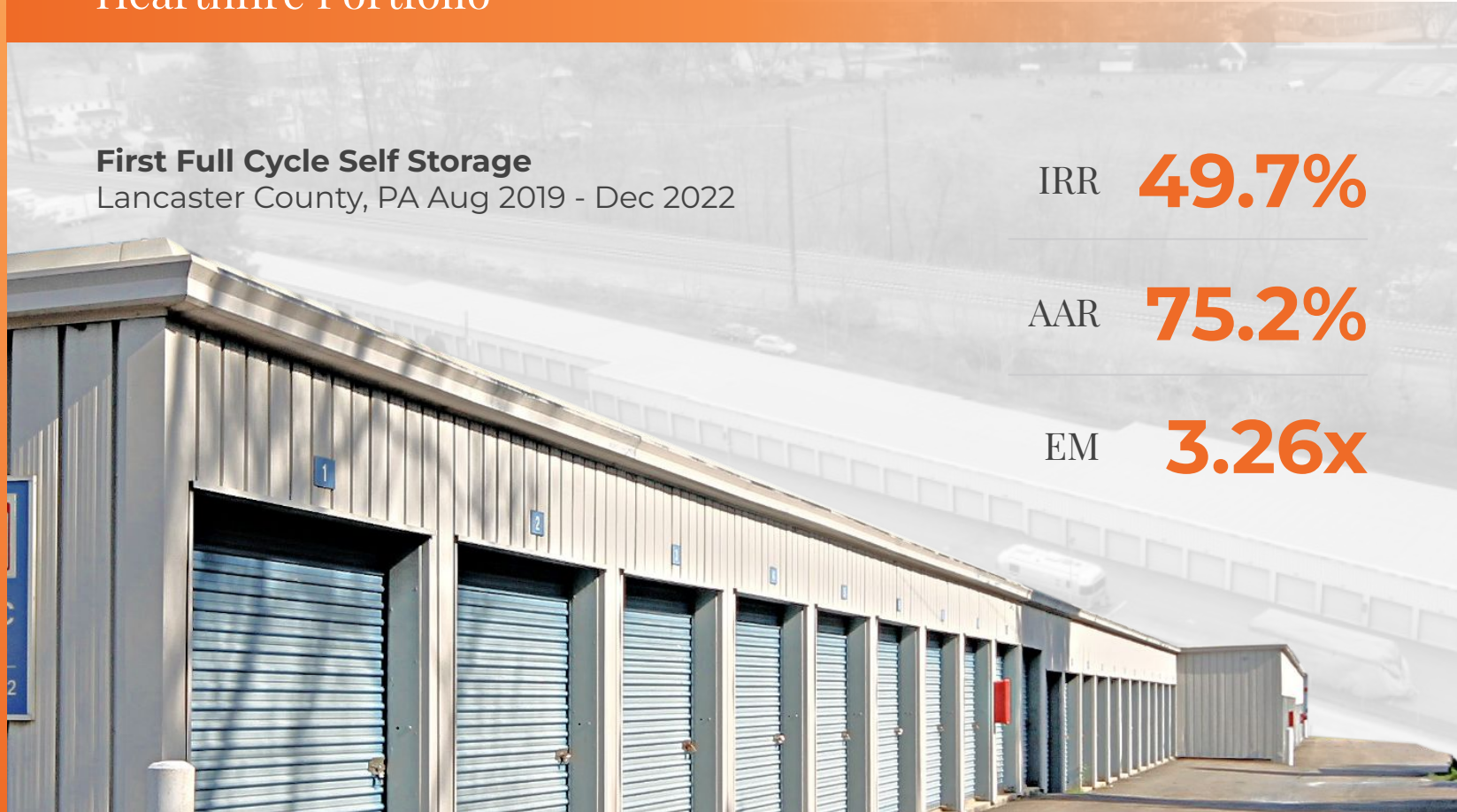
First Full Cycle Self Storage

Lancaster County, PA Aug 2019 - Dec 2022

IRR **49.7%**

AAR **75.2%**

EM **3.26x**



*Includes assets under development and pending closings

Our Portfolio

Property	NRSF	Units	Acquisition Date	Acquisition Price	Total Project Cost	Stabilized Value
745 Main Street, Mt Joy, PA	24,500	136	Jan 2021	\$1,971,000	\$2,018,254	\$2,495,700
884 Speedwell Forge Road, Lititz, PA	47,300	155	Jan 2021	\$3,577,000	\$3,662,757	\$5,643,917
1444 Cloverleaf Road, Mt Joy, PA	15,600	135	Jan 2021	\$1,752,000	\$1,752,000	\$5,200,000
4043 E. Harrisburg Pike, Middletown, PA	23,100	186	May 2021	\$2,112,500	\$2,213,050	\$3,935,417
193 Cedar Ave, Middletown, PA	25,930	176	May 2021	\$2,112,500	\$2,213,050	\$3,080,550
9845 Old North Buffalo Road, LaPorte, IN	40,600	105	Nov 2021	\$1,200,000	\$1,200,000	\$2,300,000
16220 Lincoln Highway, Plymouth, IN	52,440	380	Nov 2021	\$3,875,000	\$3,949,947	\$9,174,367
29285 Discount Land Rd, Laurel, DE	30,300	222	Jan 2023	\$3,400,000	\$3,400,000	\$5,000,000
1157 E. 150 North, La Porte, IN	19,200	107	April 2024	\$900,000	\$1,129,229	\$2,492,800
1146 Main Street, Fitchburg, MA	17,090	211	Aug 2022	\$775,000	\$1,408,750	\$1,500,000
5707 E 71 st St, Tulsa, OK	38,150	373	Sep 2024	\$4,350,000	\$4,700.00	\$6,763,843
1504 Cedarwood Dr, Crest Hill, IL	17,835	138	Feb 2025	\$2,010,000	\$2,225,000	\$3,242,000
2401 Von Esch Rd, Plainfield, IL	25,625	215	Feb 2025	\$2,890,000	\$3,197,000	\$4,658,000
	377,670	2,539		\$30,925,000	\$28,373,737	\$53,186.594



In Development

Property	NRSF	Units	Acquisition Date	Acquisition Price	Total Project Cost	Stabilized Value*
406 Detroit Street, LaPorte, IN	51,988	381	Nov 2021	\$1,825,000	\$3,277,686	\$7,965,983
13005 3rd Road, Plymouth, IN	60,133	438	Nov 2021	\$2,975,000	\$4,476,436	\$9,652,967
355 N. Fair Rd, LaPorte, IN	64,775	548	Oct 2022	\$675,000	\$7,949,778	\$12,025,533
25608 S. Dixie Highway, Crete, IL	77,190	418	May 2022	\$4,600,000	\$8,771,497	\$10,785,250
1250 W. Market Street, Harrisonburg, VA	74,450	660	June 2023	\$450,000	\$13,010,941	\$19,020,867
1176 Mickley Rd, Whitehall, PA	81,379	861	Jun 2023	\$1,453,821	\$16,359,264	\$25,268,417
2817 N. Peoria Ave, Tulsa, OK	86,525	804	Jan 2024	\$2,700,000	\$10,994,515	\$18,810,950
37270 Northline Rd, Romulus, MI	48,800	475	May 2024	\$800,000	\$8,764,246	\$12,651,964
	545,240	4585		\$15,478,821	\$73,604,363	\$116,181,931





Hearthfire Skin in the Game

We are 100% IN—fully committed to our investors, our growth and our team.

Total equity invested across
3 generations of family

15%

Team members
personally invested

33%

Returns from exits reinvested
in the company

75%+

Founders' net worth invested
in company & portfolio assets

80%

Bootstrapped Operations
to date

100%



Why Self Storage?

Highly efficient, resilient, and scalable investment.



Low Cost + Overhead

Low operation & maintenance costs, few capital expenditures. No toilets, tenants, expensive turns, trash or evictions.



Recession-Resistant

Lifecycle-tested asset class serves a need in both expanding & contracting cycles, across personal & professional customer bases.

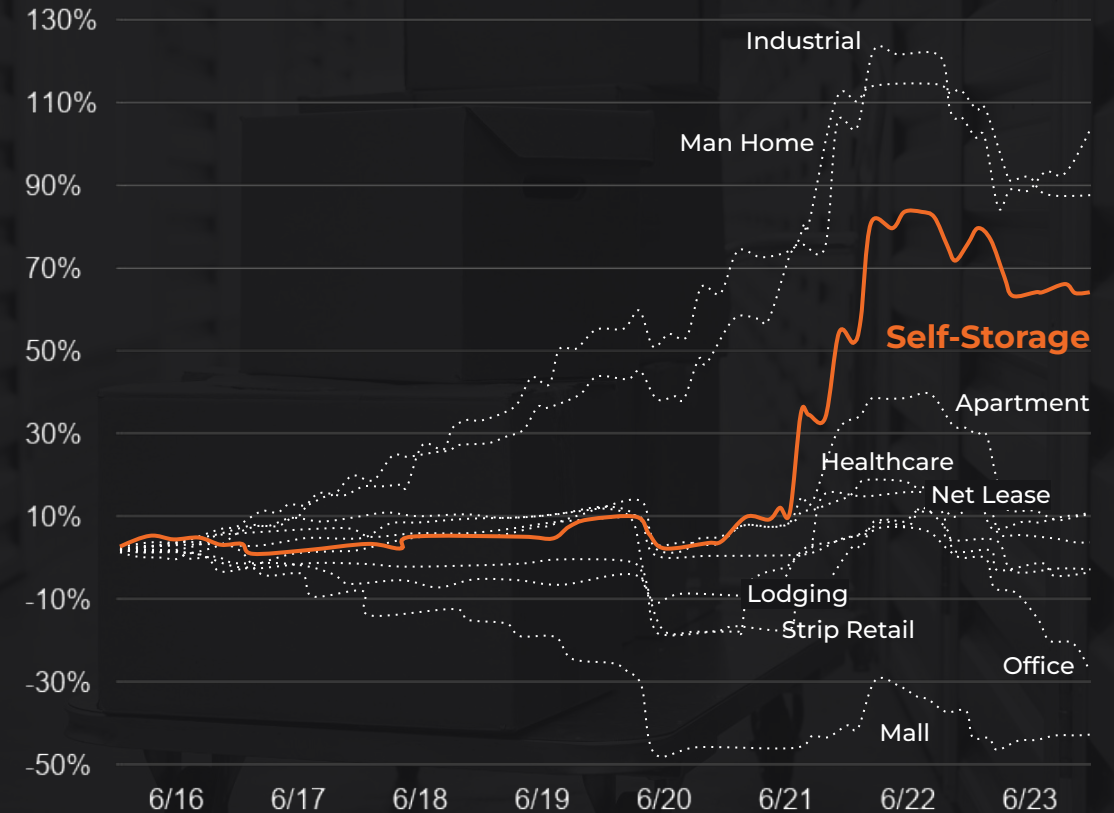


High Scalability

Unlike most other asset classes, self storage lends itself to efficiency and scalability in backend ops, branding, and other areas.

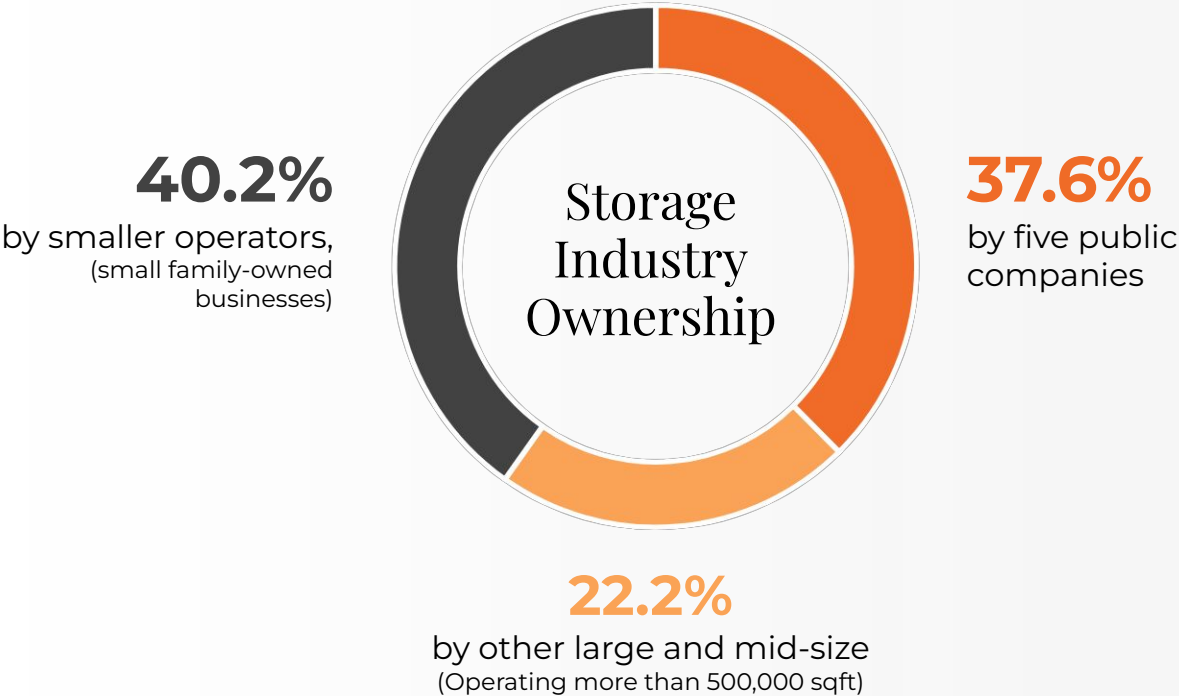
Commercial Property - Price Index (2016-2023)

Cumulative Change in CPPI®: Past Seven Years



Fragmented Ownership

An Opportunity for Portfolio Expansion,
and Strategic M&A



Mergers & Acquisitions

Flight to Safety during Challenging Times

Buying Company	Exiting Company	Date	Amount
Surgard	LokNStore	April 2024	\$474M
Public Storage	Simply Self Storage	July 2023	\$2.2B
Public Storage	All Storage Portfolio	Nov 2021	\$1.5B
Extra Space	Life Storage	April 2023	\$12B
Extra Space	Storage Express	Sept 2022	\$590M
CubeSmart	Storage West	Nov 2021	\$1.69B



Key Trends + Tailwinds

An optimistic picture for our future.



COVID-Driven Behavior Change

COVID created a huge demand for home-based office and learning environments, increasing the need for external storage space.



Technological Acceleration

The self storage and PropTech revolution continues to advance and mature rapidly, allowing our tech focus to thrive and scale.

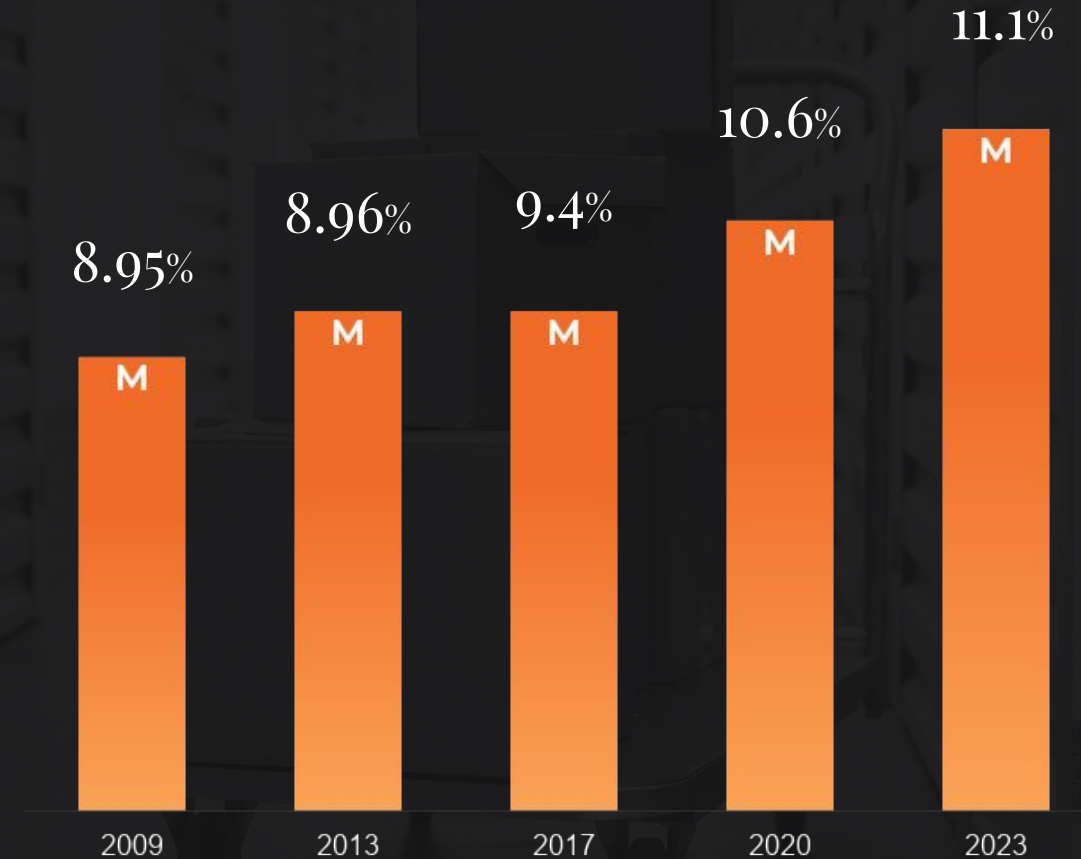


Mergers & Acquisitions as REITS and Private Equity expand into markets

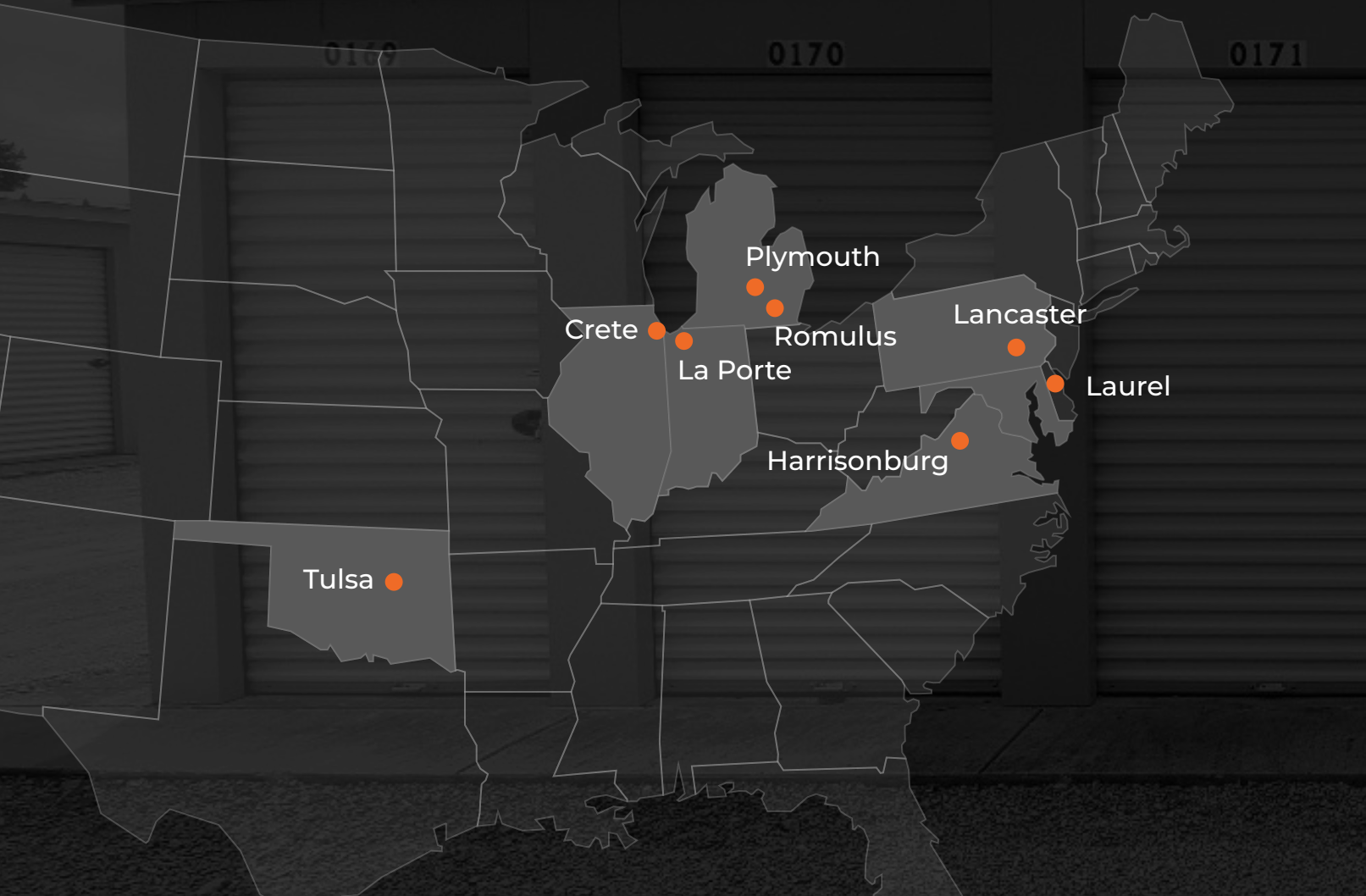
Large portfolio acquisitions and mergers point to growing institutional interest in the asset class. Portfolios allow for most effective use of tech & economies of scale.

SELF-STORAGE RENTER HOUSEHOLDS (US)

% Penetration



Current Markets



Acquisition Criteria

Deal Size	\$6MM+
Target Gross IRR	20%+
Yield on Cost	8%+
Target Debt	>60% LTC
Hold Period	5 Years
Structure	JV Equity Direct Investment



Tech-driven Scale: Investment Management



Property Data,
Site Sourcing



Self Storage Market Intelligence



Deal Pipeline Management:
Through Acquisition, Disposition,
Development, And Financing



Construction Project
Management



PART OF THE
REALPAGE®
FAMILY

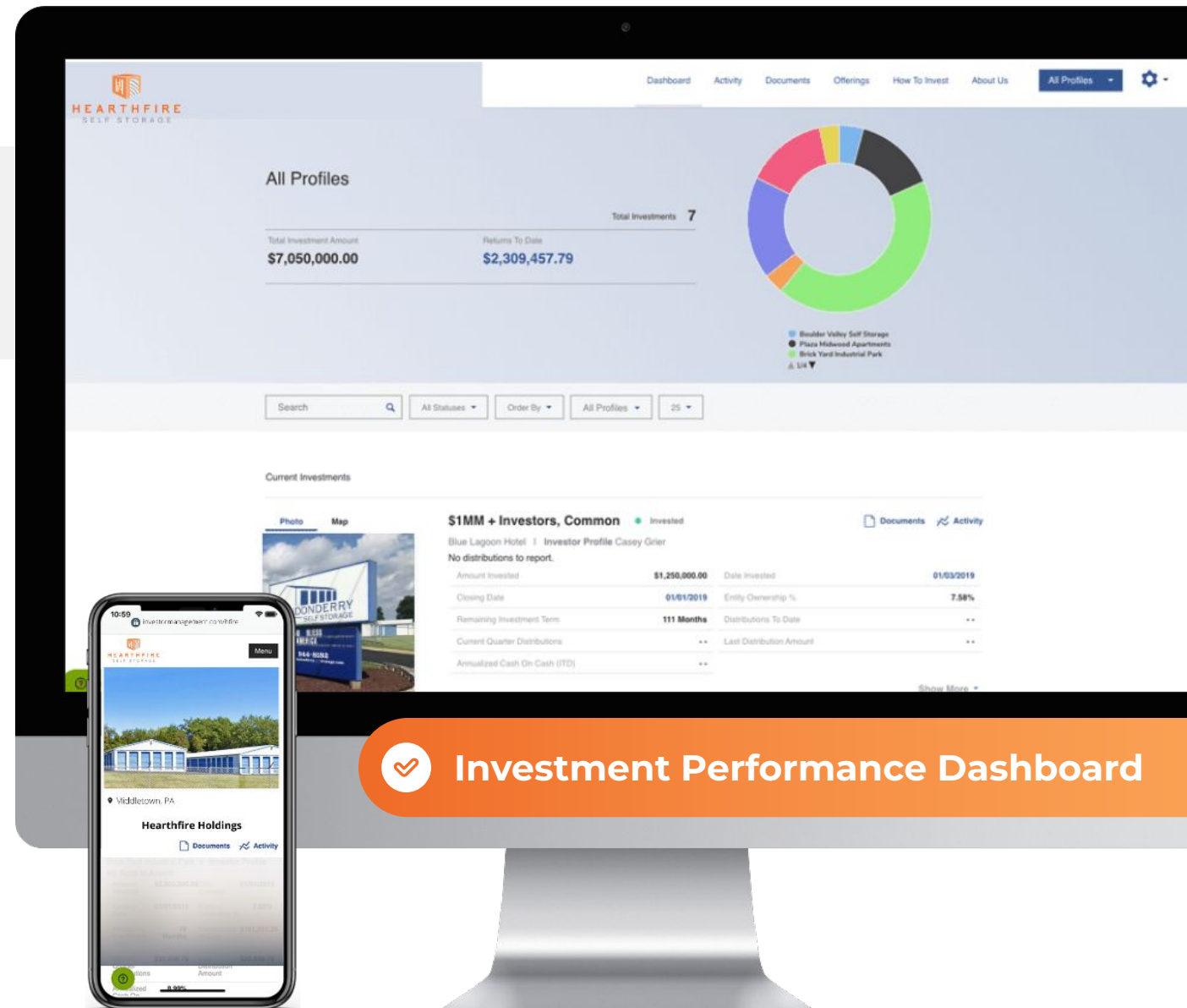
Investor Portal, Access To All Docs,
Investment Performance, Electronic
Delivery Of All Reports And Tax
Documents



Investor Platform

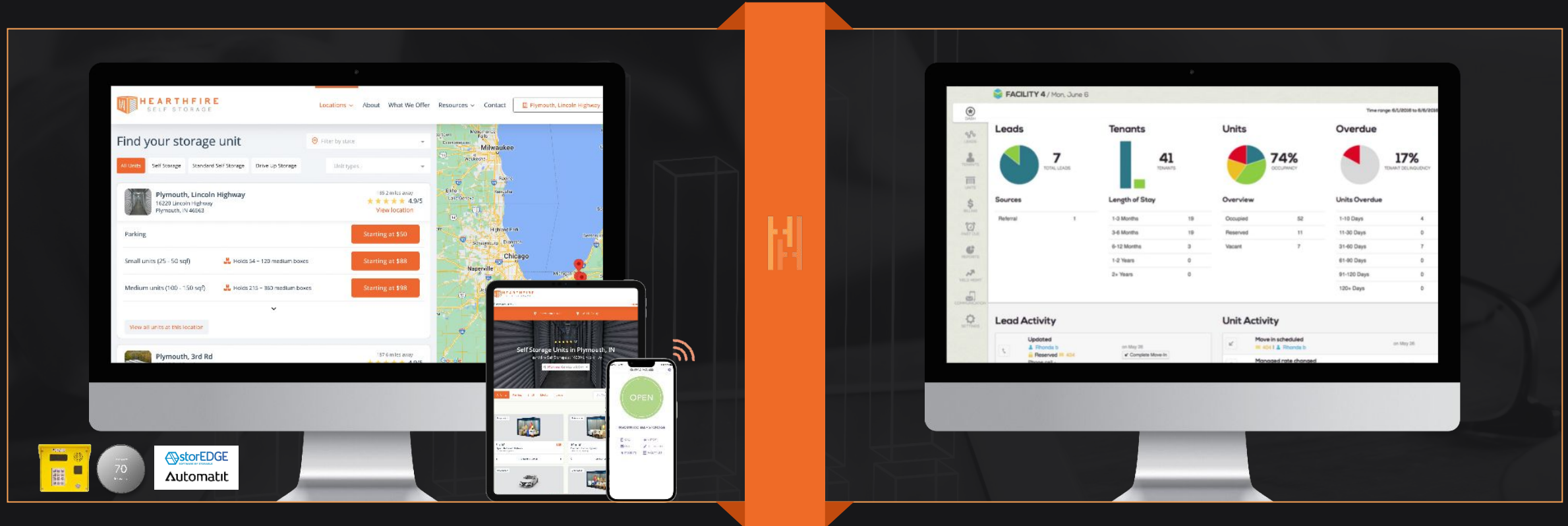
Our institutional grade investor platform delivers a seamless experience for investor partners to participate in new offerings, access statements, and stay informed on investment performance.

- ➔ **Online/Mobile Subscription Process.** Emails link to an online deal room with the details of the offering, complete with electronic signature functionality, which saves time and reduces paperwork.
- ➔ **Investor Statements & Documents.** Electronic statements are customized based on investment portfolio and stored within unique Investor Portal profiles, along with other documents such as K-1s and Investment Agreements; these files are easily accessible anywhere and from any device.
- ➔ **Transparency & Global Access.** Dashboards with real-time data are available on-demand, giving access to view and analyze the data that matters most to investor partners. Keep track of distributions with historical documentation on the dashboard.



Tech-driven Scale: Consumer Facing

We create economies of scale through our end-to-end tech stack, which includes a self-booking storage platform integrated into our backend facility management.



Including search by size and geography, as well as keyless entry.

For real-time accuracy & performance metrics



The Hearthfire Platform Compound Effect



TEAM

Highly skilled and experienced pros that span real estate, self storage ops & construction (100+ yrs); technology, financial services & economics (25+ yrs); proven success in leading multi-billion dollar transactions and multi-million dollar development projects for public and private partners.



TECHNOLOGY

Our tech stack is built using the best of breed in customer, ops, and data technology.



BRANDS

Hearthfire only partners with top REITs to drive property value through their brands, strategies, and operational excellence.



ASSETS

22 properties
\$100MM+ asset value
8,000 units
1,000,000 nrsf



CONTACT

267-225-4373

investors@hfireholdings.com

<https://hfireholdings.com>