

Equity Endeavor’s Investment Group Overview

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Introduction

THE FOLLOWING NARRATIVE DESCRIBES THE PLAN FOR THE BUSINESS OF EQUITY ENDEAVORS INVESTMENT GROUP, LLC BY THE MANAGER. HOWEVER, IT SHOULD BE RECOGNIZED THAT THE MANAGER HAS DISCRETION WITH RESPECT TO THE CONDUCT OF THE BUSINESS AND AFFAIRS OF EQUITY ENDEAVORS INVESTMENT GROUP, LLC. THE MANAGER MAY MODIFY THE FOLLOWING PLAN TO THE EXTENT THAT THE MANAGER BELIEVES THAT MODIFICATIONS OR ALTERATIONS ARE NECESSARY, IN THE BEST INTERESTS OF EQUITY ENDEAVORS INVESTMENT GROUP, LLC, IN THE BEST INTEREST OF ITS MEMBERS, AND SUBJECT TO MEMBER APPROVAL REQUIREMENTS. ADDITIONALLY, UNLESS OTHERWISE INDICATED, ALL FIGURES AND PERCENTAGES HEREIN SET FORTH WITH REGARD TO COMPETITORS, MARKETS, MARKET SHARE, FINANCIAL PROJECTIONS, AND WITH REGARD TO INDUSTRY VOLUMES, NOT OTHERWISE SUPPORTED BY REFERENCE TO THIRD PARTY SOURCES, ARE AND SHOULD ONLY BE CONSTRUED AS EDUCATED ESTIMATES BY THE MANAGER, WHICH RESULT FROM THE INABILITY OF THE MANAGER TO OBTAIN SPECIFIC DATA. ACCORDINGLY, THE INVESTOR IS CAUTIONED TO REFRAIN FROM APPLYING ANY OTHER SIGNIFICANCE TO SUCH FIGURES AND PERCENTAGES EXCEPT AS OTHERWISE SPECIFICALLY INDICATED. **SEE, "RISK FACTORS."**

In connection with, and because we desire to take advantage of, the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, the Company cautions readers regarding certain forward-looking statements in the following discussion and elsewhere in this report and in any other statement made by, or on our behalf, whether or not in future filings with the Securities and Exchange Commission. Forward-looking statements are statements not based on historical information and which relate to future operations, strategies, financial results or other developments. Forward-looking statements are necessarily based upon estimates and assumptions that are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control and many of which, with respect to future business decisions, are subject to change. These uncertainties and contingencies can affect actual results and could cause actual results to differ materially from those expressed in any forward-looking statements made by Equity Endeavors Investment Group, LLC, or on our behalf. The Company disclaims any obligation to update forward-looking statements.

These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance, or achievement expressed or implied by such forward-looking statements. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "could," "intend," "expects," "plan," "anticipates," "believes," "estimates," "predicts," "potential," or "continue" or the negative of such terms or other comparable terminology. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, the Company cannot guarantee future results, levels of activity, performance, or achievements. Moreover, neither the Company nor any other person assumes responsibility for the accuracy and completeness of such statements.

Equity Endeavor's Investment Group, LLC (the Company) has been formed as a Florida limited liability company (LLC). RMD Management, LLC, whose key principals are Don Jensen and Ron Sherrod, is the Manager of the Company. The Manager's objective for the Company is to acquire single family and small multifamily properties which they will finance, manage, operate and/or improve and eventually refinance

or sell properties throughout southern Florida using a combination of investor capital, seller financing, and institutional loans.

The Company's investment strategy is threefold: identify and acquire single family properties where there is significant opportunity to add value, implement a plan to fix the underlying issues responsible for underperformance, and (when possible) reposition sell the property, quickly, for a profit. The Company expects to acquire multiple properties, depending on the market, and expects operate the Company for approximately five years.

The Company plans to raise up to \$20,000,000 by selling Interests (Securities) in the Company to private investors. The Interests will be offered via the Company's Private Placement Memorandum. The minimum investment amount required of a single investor to participate in one of the Company's is \$25,000.

Ideal investors include individuals, self-directed individual retirement accounts, or other legal entities who are seeking alternatives to traditional investments. When the Company sells or refinances its properties, its investors will be repaid their original capital contributions plus a portion of equity unless the Manager determines reinvestment is most appropriate.

Company Structure

The Company may form a separate LLC in order take title to the properties, depending on circumstances. The Company most likely will elect to take title to properties in its own name on behalf of the investors. Institutional Loans may be obtained for the purchases of purchase and property improvements. Distributable Cash (remaining after operating expenses, reserves and loan payments) generated from property dispositions and rentals will be funneled to the Company. Distributions will be periodically distributed to the Members.

Offering Details

The Company currently plans to raise up to \$20,000,000 from the sale of Interests to investors. The Company will use funds raised via this offering to conduct due diligence, acquire, renovate, and dispose of single family properties, small multifamily properties, and to compensate its Manager. The Company plans to renovate sell and/or rent the Properties and eventually sell any remaining Properties in approximately five years, with the intent to dissolve the Company once all Properties are sold.

Investors are expected to receive regular distributions of Distributable Cash generated by the sale or the rentals of properties. Before investing in one of the Company, investors should review the Investment Overview package. The Manager will provide detailed information on potential properties and the marketplace as information becomes available.

Single-Family, Multifamily or Commercial Properties

The Company plans to seek out a Property for which investors' capital will be used to purchase and either a.) reposition for quick sale ("fix and flip") or b.) long term hold for rental.

Key Objectives

- Maximize return on investment
- Utilizing a proven business model achieves this from the rehab and resale of distressed real estate assets by using capital improvements to force appreciation.

- Preserve and return capital contributions
- Properties priced below replacement cost.
- Sub-markets with proven demand.
- Entry level housing.

Acquisition Strategy

The Company intends to employ a disciplined process in connection with each of its acquisitions, both before, during and after consummating an acquisition.

Due Diligence

Due diligence and the underwriting process is one of the most important stages in the cycle of any transaction. The Company will conduct a thorough due diligence process that may include the following:

- Broker Price Opinion
- Title and survey analysis.
- Physical building inspections.
- Market research.
- Numerous financial analyses with projected cash flows, internal rates of return and net present value calculations.
- Legal reviews regarding zoning, permits, etc.

Valuation

Each potential property acquisition undergoes a thorough valuation which includes reviewing recent sales comparables, current listings, the property's sales history and neighborhood desirability. In addition, the Manager obtains an opinion of value from agents who are knowledgeable of the neighborhood and property in question. Recently filed notices of default, notices of sale and pending versus active sales are also carefully monitored to determine the impact on value and liquidity.

Title Review

Each potential property acquisition receives a title review to determine, among other things, that the position to be acquired by the Company is not subordinate to other disclosed liens, no Federal or other liens exist that are in a priority position over the foreclosing lien, there is no evidence that the foreclosing lien is fraudulent, there are no unpaid real property taxes, and no notice of pending legal actions or bankruptcies. If any of the above is discovered, valuation adjustments are made prior to the purchase of the property.

Property Condition/Occupant Assessment

Each potential property acquisition receives a visual inspection by a representative of the Manager. This inspection is designed to determine occupancy status, general condition and any physical or

neighborhood issues that could impact value which cannot be determined from aerial photos and desktop appraisals. During this inspection, the Manager will attempt to make contact with the occupant to determine if the occupant is cooperative or hostile and evaluate the interior condition of the home whenever possible.

Possession

To ensure that possession of all properties acquired by the Company occurs as quickly as possible following acquisition, the Manager will attempt direct contact with each occupant to establish a relationship with the occupant. A cash for keys offer is often made to incentivize an immediate move-out in which the Company will pay the occupant an agreed-upon amount in order to vacate the property. Simultaneously, the legal eviction process is started which may be rescinded if the occupant is cooperative. Pre-judgment agreements are entered into with cooperative occupants to ensure they perform pursuant to the terms of the occupancy termination agreement. In the event of uncooperative occupants, the Company will generally be required to wait until the legal eviction process is completed in order to ensure that the occupant vacates the property.

Acquisition strategies may include conventional as well as creative acquisition techniques such as commercial and residential mortgages, seller financing, or purchase of the underlying notes, assuming any of these techniques have the potential to yield the returns we have identified.

Our determination when to sell these properties will be based on an analysis of market trends showing new highs in rental revenues and lows in historical vacancy rates, slowing of economic growth and/or population, and increases in the length of time or number of real estate transactions in the market.

It should be noted that the Company may acquire properties anywhere in the US so long as they fit the other acquisition requirements of the Manager and the Manager believes acquisition is within the interests of the Company.

Repositioning

This phase begins once the Company acquires investment property; exterior and interior renovations start immediately. Sales and marketing may begin concurrently, depending on the extent of renovations, to stimulate interest.

Exterior renovations MAY include the following:

- Replacing anything with less than a five year useful life or anything that yields the highest return on investment.
- New roofing.
- Re-stuccoing/exterior painting.
- New windows.
- Landscaping improvements.
- Replacing exterior light fixtures.

- Fencing.
- Providing patio/deck area if feasible.
- Interior renovations include but are not limited to the following:
- Updating kitchens and bathrooms to compete with the local market.
- New kitchen and bathroom cabinets.
- New appliances, including range/oven, microwave, dishwasher and refrigerator.
- New light fixtures/ceiling fans.
- New flooring throughout or rehab of wood floors if needed.
- New plumbing fixtures and sinks as needed.
- Electrical updating where needed.
- New interior and exterior doors.
- New ceilings if needed.
- New fixtures.
- New switches, plugs and hardware throughout.

The renovation phase encompasses the planning and directing of all project functions from conception to completion. A simplified project outline includes:

- Pre-Construction
- Vendor estimates.
- Vendor selection.
- Contract administration.
- Scheduling.
- Construction Phase
- Weekly meetings.
- Change order control.
- Information requests.
- Schedule monitoring.
- Quality control & assurance.

- Draw processing.
- Insurance certificate control.
- Lien release management.
- Reducing operating expenses.
- Technical project management.
- Punch list completion.
- Permit signoffs.
- As-built documentation.
- Disclosure documentation.

Construction management can be difficult as it is plagued with the potential for cost overruns, changes, defects, omissions, lack of help and coordination, unreliability, and disputes

Resale for a Profit

The resell process may include the following for the Property:

- Coordination of sales team.
- Developing customized marketing plans.
- Disclosure management.
- Escrow management.
- Transaction management.

Buy-and-Hold

Depending on the opportunity, the Property may be held for more than a year for rental to a suitable tenant. In this circumstance, the Company will consider homes that may cash flow immediately.

Manager's Biography

The Company is managed by RMD Management, LLC, a Nevada limited liability company. The Managing Members of RMD Management, LLC are as follows:

Don Jensen is the *President of Jensen RE Group, J&L Investments Consultant, Coach and Mentor*

Relying on his faithful mentors, Jensen gleans industry understanding from teachers and instructors. He has a background in construction and maintains these long standing relationships by communicating and following up positively. His desire in all business endeavors has been to facilitate environments for the Win, Win, Win outcomes.

Real estate is universally known to be the leading industry where millionaires and billionaires hold and maintain wealth. The system Jensen employs, along with all his business partners, is about safety, comfort,

and facts. In application of systems, Jensen has learned to rely on competent professionals such as real estate agents, contractors, lenders, (hard money and private,) vetting their opinions through diligent research and management.

Jensen is a professional sports enthusiast; having grown up playing many sports, he facetiously thinks he can critique the pros better than coaches and players. He loves his family and takes bi yearly “dual sport” motorcycle trips with the boys in the family. Jensen recently married in 2012 and inherited fatherhood with two wonderful boys, now ages 11 and 9, Michael and Jonathan respectively. A new addition to the family in 2014 rounds the family to 5 persons; Layla Jensen is now one year old.

Ronald Sherrod

CEO, Ohio Spine and Body. President, J&L Investments

As CEO of Ohio Spine and Body, and President of J&L Investments LLC, Ron Sherrod directs operations of a large multidisciplinary medical practice, and over sees daily operations of J&L Investments, a real estate holding company. With his broad and diverse perspective, the entrepreneurial-minded Sherrod is a recognized expert in business processes related to medical business models and commercial office development, with several medical practices and commercial build-to-suit projects to his credit.

His career has focused on health care practice development, practice acquisition, and ground up medical practice construction, with a highlight on integrating multiple practice models into streamlined operation, intelligently managing and integrating providers, developers, employees, and investors. As CEO of Ohio Spine and Body, a company he founded, Sherrod created and implemented a multi-disciplinary medical practice from ground up construction, design, development, and business practices. He launched his career with his own private practice in Sacramento, CA, eventually relinquishing practice in 2008 to develop and consult on commercial practice acquisition, development, and operations.

As President of J&L Investments, Sherrod is in charge of demographic research, deal structure, and project management for single family, multi-family, and commercial real estate transactions in California and Ohio. He is a graduate of University Nevada in Reno, NV and Southern California University of Health Sciences Doctoral Program in Los Angeles CA. Sherrod is an avid outdoorsman, he enjoys chasing big game fish from Alaska and western United States, to offshore fishing in Mexico. He enjoys spending time with his wife and business partner of 18 years, Amy, and their two children Jack, 10 and Lucy 4.

Conclusion

The Company plans to primarily invest in single family residences and small multifamily properties in the local market where there is clear opportunity to dramatically add value by addressing key weaknesses and implementing business systems that increase efficiency and profitability within a reasonable amount of time.

This Investment Summary is provided as an Exhibit to the Private Placement Memorandum for Equity Endeavor’s Investment Group, LLC, under which this investment opportunity will be offered to suitable investors. This Investment Summary should be read in conjunction with the Private Placement Memorandum in order to fully understand all of the implications and risks of investing. Potential investors must attest that they meet applicable suitability standards established by the Manager, subject to verification. The Securities will be sold via a Private Placement Offering under the Regulation D, Rule 506(b) exemption from registration. This Investment Summary is neither an offer to sell nor a solicitation of an offer to buy any security, which can be made only by the Private Placement Memorandum.

This is a limited time offer. Investors will be accepted on a first come, first served basis and at the discretion of the Manager.

RMD Management, LLC

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