



Changing the way people buy, sell,
and use second homes.

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What's your dream?



© Courtesy of Loretta James

Joe & Mary: Seattle Houseboat

"We don't want to live in downtown Seattle, and we'd love to have a place to go for staycations, concerts and sports events in the city!"





In the last 2-3 years.....

A lot has changed:

- Families are re-evaluating their children's education
- People, our clients, are moving around the country
- Companies are adapting to WFH & remote meeting
- Stock market & Crypto aren't performing well

And some things haven't:

- Inventory
- Affordability



SHARA is.....

The Shara Platform enables the shared purchase, management, and sale of assets.

- Share/Co-owners are partners who may or may not know each other – however, they have access to properties that may otherwise not be possible.
- SHARA creates new inventory opportunities and affordability



Why list with SHARA

We help you protect the assets value by selling the home in shares.

- 1) We believe that luxury properties should be enjoyed by many, not a few.
- 2) With today's interest rates, affordability is a concern and SHARA is the solution.
- 3) It's a headache to own and maintain a special property. We want to help people arrive and experience the property.

Listing is easy and your agent stays 100% involved.

- 1) We create the agreement and a draft of the usage and utilization rules.
- 2) Your agent lists the property both wholly (in case one party wants to buy it traditionally) and as a SHARA co-ownership listing.
- 3) We create the budget, facilitate scheduling..... everything. No hassle and no mess for you.

Why do buyers like co-ownership?

- 1) They get 2-8x more "bang for their buck" through co-ownership.
- 2) People like options and they don't always want to be at the same place 100% of the time.
- 3) This is ownership. Life/plans change? They can list / sell their share and whatever equity is there, is theirs to keep.

Additional opportunities

- 1) Want to still enjoy the property part time? Retain a share through co-ownership.
- 2) Have equity in the property without an immediate need? Offer seller financing to maximize your ROI.
- 3) Marketing enhancement giving you more exposure to the marketplace without hassle or needless obligations.



Why list with SHARA

Seller price protection

The share prices are not typically negotiated because of the savings the buyer is experiencing through the leverage created by co-ownership.

Less risk and work for the buyer

When you arrive at your second home you don't want to do chores. You want to enjoy. The work is done. And the costs are shared among you and the other owners. Leverage & affordability.

We do not take any commission or referral fees from you

Our fees are put into the share purchase price and by using the technology platform. What this means for you, is you have nothing as the Agent to lose, and everything to gain.

Sellers get cashed out, like a traditional sale

Many seller's we talk to are worried about netting their number and being cashed out. With SHARA once the property transfers to the LLC it's like selling to any buyer.



The Shara Process

Design

Define

- Number of Shares
- Utilization Rules

Decide

- Make Property Ready
- Share Pricing
- Budget
- Retained Ownership
- Seller Financing

Deliverables

- Signed Supplemental Listing Agreement

Market

Process:

- Create or Leverage Marketing Materials
- List/Co-List on MLS
- Complete Property Furnishing
- Market and Show Property

Deliverables:

- Client Showings and offers

Close

Seller Closing Options:

- Close each share individually
- Hold in escrow and close together

Deliverables:

- Sale of offered shares



Business Model

- **What can you SHARA?
...it's limitless.**
- **2nd / Vacation homes**
 - Or 3rd, 4th, etc.
homes
- **Commercial Buildings***
- **Multi-family properties***
- **Land**



Exclusive Ownership Interest

- 1/8-1/24 interest per home
- First right of refusal



Ready to Enjoy Property

- Arrive and depart worry-free
- Fully Furnished w/Reserve Fund



Increased Buying Power

- Consumption based on utilization
- Purchase desired vs affordable Assets



Easy Scheduling & Usability

- Flexible scheduling
- No blackout dates

* SHARA does not facilitate the management, sale or trading of financial securities.



We are agent friendly

WE need you!

- Earn a commission opportunity on every share
 - Buy side, sell side... even opportunities for premiums
- Use SHARA to create new opportunities
- Use SHARA to grow your wealth
- Use SHARA to grow your client's wealth
- Use SHARA as a lead gen tool
- Use SHARA to create new opportunities for sellers
- Use SHARA to show your clients solutions others don't offer



Case Study – 1-bed Condo or 1/3 of a home?



3000 Jenkins Dr
Suncadia, WA

Home Value: \$1,690,000.00
 Total Shares: 3
 Retained Shares: 0
 Available Shares: 3
 Days Per Share: 120
 Price Per Share: \$
 657,700.00
 Monthly Cost: \$ 1,600.00*



3600 Suncadia
Trail #5060
Suncadia, WA

Home price: \$565,000
 HOA Dues \$ 1,360/mo
 1 bed / 1 bath – 1000 sqft

2513 Mayes Rd SE – 4 Shares



Home Value:	\$1,150,000.00
Total Shares:	4
Retained Shares:	0
Available Shares:	4
Days Per Share:	90
Price Per Share:	\$ 349,395.00
Monthly Cost:	\$ 1,625.00*
Make Ready:	\$ 92,000.00 *
Reserve:	\$ 26,292.00
Seller Premium:	\$ 12,520.00**
Seller Comm:	\$ 39,438.00
Buyer Comm (Per Share)	\$ 9,859.00
Total to Seller:	\$1,027,582.00

* Estimates only **Selling Agents SHARA Premium Commission

2513 Mayes Rd SE – 4 Shares



Home Value: \$1,150,000.00

Days Per Share: 90

Price Per Share: \$ 349,395.00

Monthly Cost: \$ 1,625.00*

Share Breakdown

Base Price: \$ 328,650.00

Reserve: \$ 6,573.00

New Owner: \$ 4,313.00

Closing Costs: \$ 9,860.00**

Price Per Share: \$ 349,395.00

NWMLS

* Estimates only ** Estimated at 3%



What about a listing that resists sale?

Listing / Sale Opportunity: Reverse Acquisition

- Turn your listing into a shared ownership opportunity
- Consider if your seller would like to retain ownership for personal use or investment
 - Better than a cash-out refi
 - Free up equity
- Protect the value / list price

Listing / Sale Opportunity: Long Running Listing

- Expand your buyer profile
- Create more inventory
- Offer side by side with traditional listing – if you find a single buyer, close the deal!



We look forward to partnering with you!



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