



**CONNECT
FULL SERVICES**

**We're the
CRE in CREative.**





COVER LETTER

Developing a strong and authentic brand and delivering a consistent message is the foundation upon which every successful business is built.

Connect puts the CRE in CREative, specializing in the commercial real estate industry, Connect creates thoughtful solutions unique to each project. Our team combines business, marketing, communications, and design to develop comprehensive strategies to create, build, and grow successful brands.

We don't want your business to merely survive, we want to help it thrive.

Sincerely,
The Connect Team

A B O U T U S

Connect is a full-service creative marketing and strategic media company, specializing in the commercial real estate industry.

Our team combines business, marketing, communications, and design acumen to develop comprehensive strategies to create, build and grow successful brands.

From inspiration to execution, we develop ideas into projects and campaigns that allow our clients to effectively market their products, services, and events.

Each project overview is designed to give you a better understanding of what it took to make these past projects a success.

Below you will find details regarding the services provided, client requirements, project timelines, and results that were delivered. Here is an overview of our available creative services:



PLEASURE
IN THE JOB PUTS
PERFECTION
IN THE WORK.

-ARISTOTLE

WHAT WE DO

STRATEGY

- Brand Identity & Strategy
- Brand Guidelines & Training
- Tagline Development
- Value Proposition
- Marketing Programs/Plans
- Product Launch
- Thought Leadership
- Press Releases

CREATIVE

- Logo Design
- Print Advertising
- Digital Advertising
- Presentation Design
- Copywriting
- Content Marketing
- Email Design & Marketing
- Wayfinding & Signage Design

DIGITAL

- Video Production
- Website Design & Development
- Hosting & Maintenance
- Search Engine Optimization (SEO)
- Pay-per-Click (PPC)
- Audience Development
- Reporting & Analytics
- Social Media

EXPERIENCE

RED OAK CAPITAL HOLDINGS

Red Oak Capital Holdings, LLC (“Red Oak”) is a family of commercial real estate finance and investment companies that includes Red Oak Financial, LLC, Red Oak Holdings Management, LLC, and Red Oak Capital GP, LLC. The Michigan-headquartered firm has established proprietary deal sourcing channels, institutional quality underwriting, and structuring capabilities, which are enhanced by their technology platform.

Red Oak brought in Connect to build and execute on a 360 degree marketing strategy communicating to the broker dealer/RIA community, as well as the commercial real estate community. The messaging strongly reinforces the strength of the family of companies and uses a variety of platforms to enunciate the experience of the leadership team and past success as well as current fund offerings and closed deals.

At the onset of the project, Connect executed on a rebrand, creating an updated look and feel with a more institutional approach. This branding effort was incorporated through the design and build of a new website and across all collateral including email templates, investor materials, pitch decks, Executive Summaries and more.



www.redoakcapitalholding.com

625 Kenmoor Avenue SE, Suite 200, Grand Rapids, MI 49546



Gary Bechtel
Chief Executive Officer

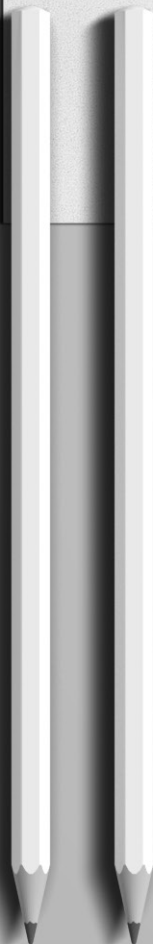
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EMAIL TEMPLATE DESIGNS

RED OAK FINANCIAL

Contact Us: (866) 854-3900

Commercial Real Estate Debt
Providing Creative Capital Solutions

RED OAK CAPITAL

Contact Us: (866) 854-3900

RECENT CLOSINGS
CENTENNIAL OFFICE
LAS VEGAS, NV
\$8,400,000


Commercial Real Estate Debt Specialists
Providing Creative Capital Solutions



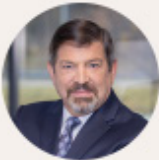
- 59,549 Sq. Ft. multi-tenant office complex
- Proceeds are to be used to retire a maturing loan and pursue permanent financing
- 1-year term
- Fixed Rate Bridge Loan
- 8.25% Initial Rate

[LEARN MORE](#)

Certainty of Execution from Originator



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TRADE DATE - JANUARY 19

Reader,

Hope you are doing well and having a great week. I wanted to reach out to remind you of the next upcoming trade date for Red Oak Capital Fund V and Red Oak Income Opportunity Fund.

As you may know, we have one trade date scheduled each month and this one is coming quickly! Tickets should be in by Tuesday, January 19.

Documents and Highlights for Fund V can be found at the links below.

- [Red Oak Capital Fund V](#)

We also just completed our monthly Red Oak Roundtable last week. We appreciate all of you who could join us for the live webinar. For those of you who missed the presentation, you can watch the recording at the link below.

If you have any questions regarding the upcoming trade date, or specifics about Fund V or Red Oak Income Opportunity Fund, please contact either of the following:

Kevin Kennedy (248) 320-5583
Jim Mulligan (774) 773-3033

Thanks for your support, and stay safe!

RED OAK CAPITAL

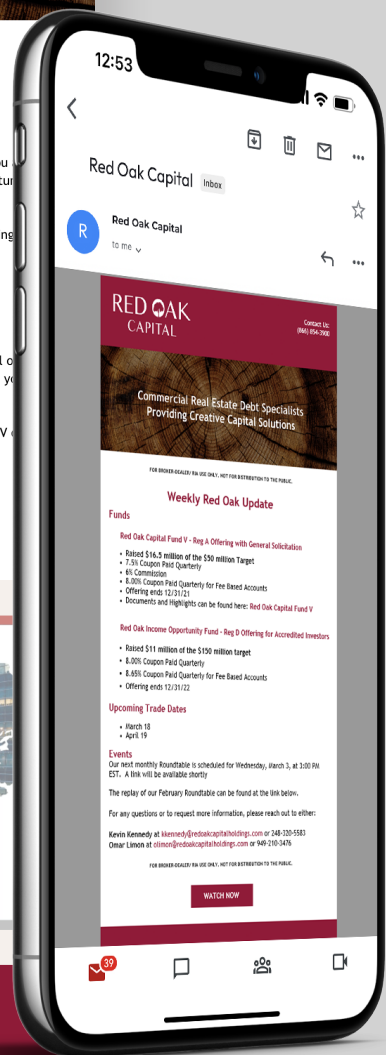
Roundtable Discussion: December 2020

DIRECT LENDING FOR COMMERCIAL REAL ESTATE

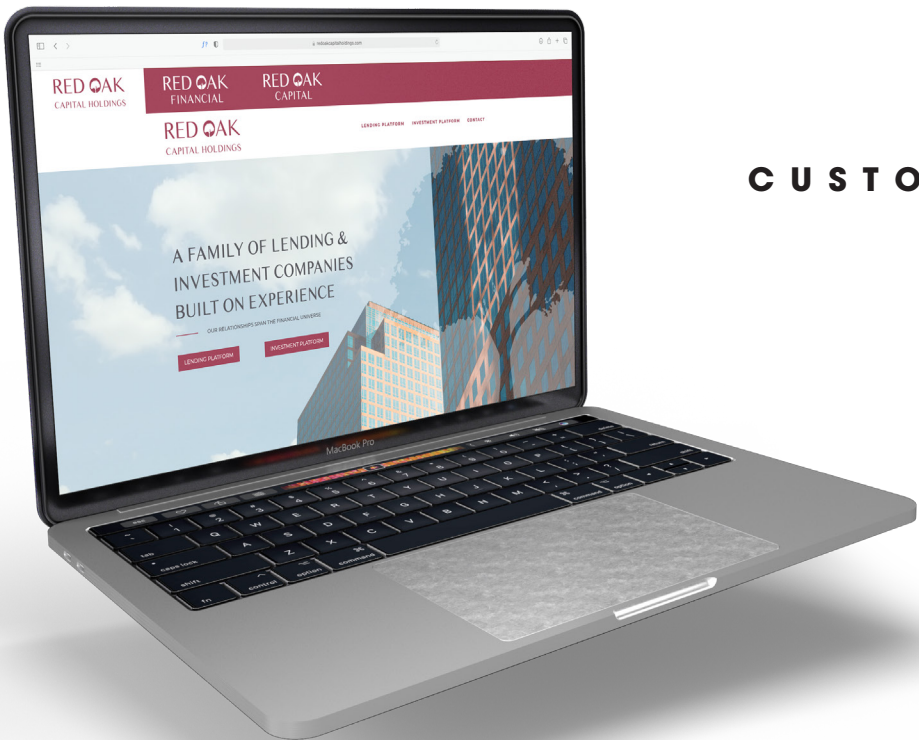
ABOUT RED OAK

130+ YEARS LENDING EXPERIENCE
\$5B IN UNDERWRITING
8 REAL ESTATE CYCLES
6 REAL ESTATE FUNDS

Red Oak Capital Holdings, LLC ("Red Oak") is a family of commercial real estate finance and investment companies that includes Red Oak Financial, LLC, Red Oak Holdings Management, LLC, and Red Oak Capital GP, LLC. The Michigan-headquartered firm is anchored on a strong team that collectively delivers over 100 years of commercial real estate lending and investing experience. The company was formed in September 2015 as a predecessor company to a 30-year



PRINT COLLATERAL



CUSTOM WEBSITE

EXPERIENCE

KBS DIRECT

Connect serves as a full-service agency for KBS Direct – the direct investment platform from KBS, one of the nation’s leading owners. Services include:

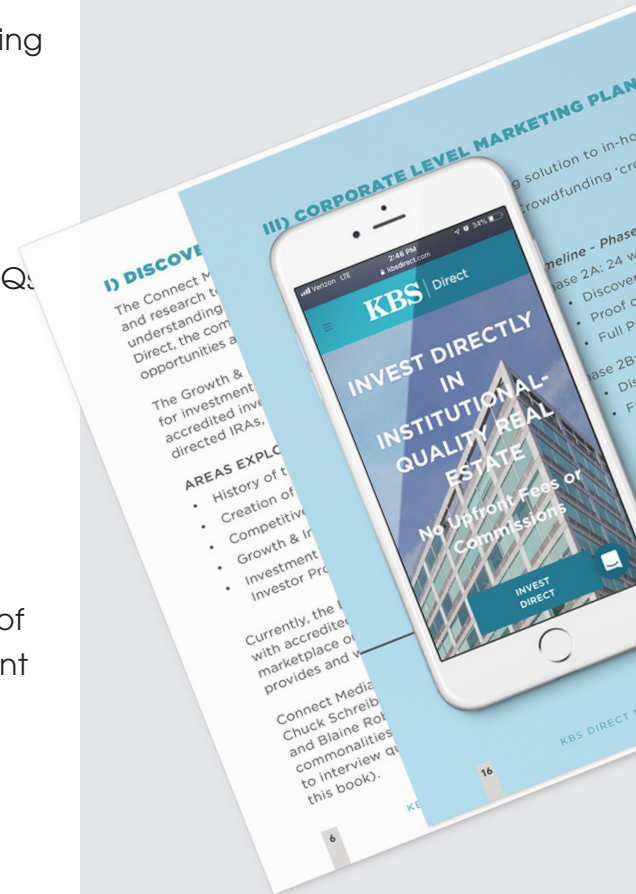
- Branding and messaging
- Ad design
- Advertising purchasing and placement
- Content creation: articles, press releases, blog posts, FAQs
- Website redesign: www.kbsdirect.com
- SEO
- Social media strategy and placement
- Video production
- Reporting and analytics
- Custom dashboard creation

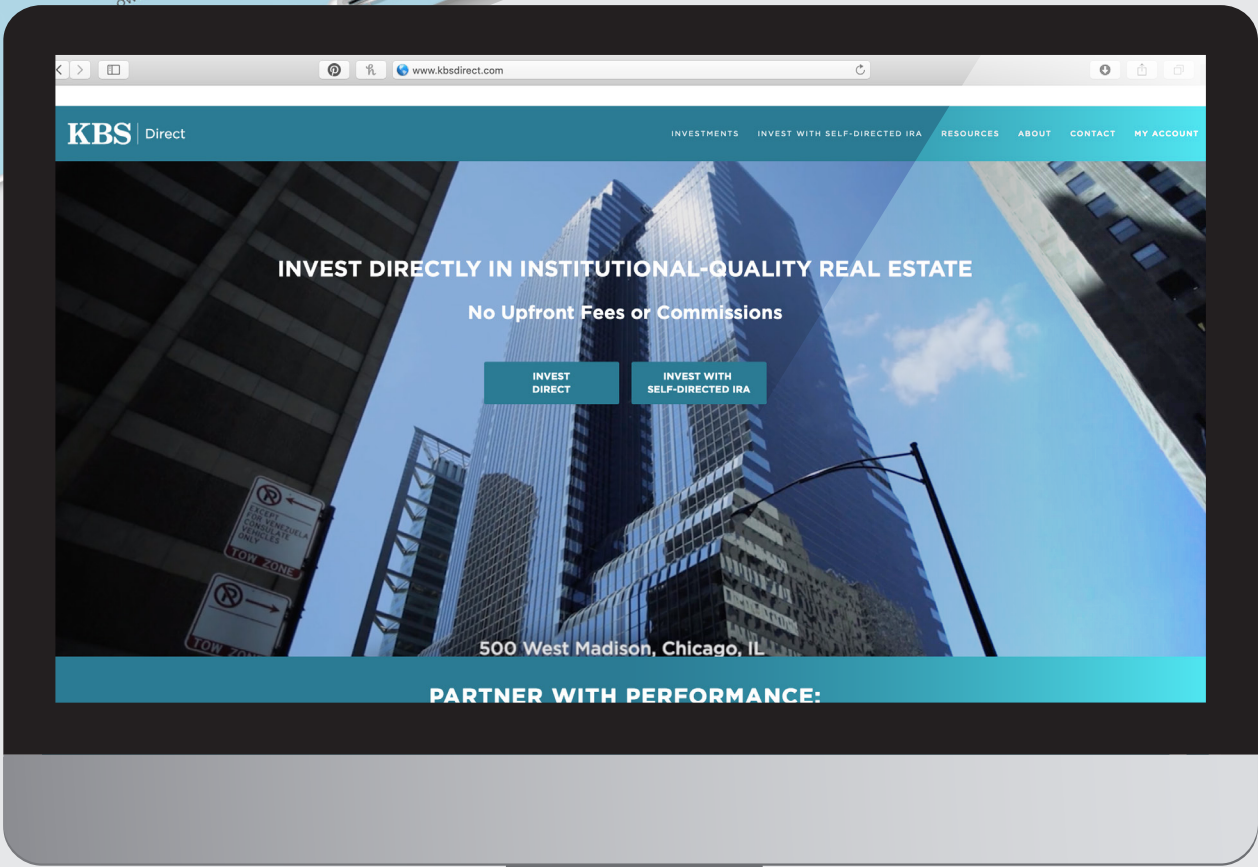
Connect’s real estate expertise has allowed for the creation of a comprehensive user experience for a new kind of investment platform. The development of an intuitive UI and clear messaging has increased site traffic and created conversions into investors.

In addition to creative services, Connect provides strategic account management, media placements, paid and organic social and SEM, external and internal compliance management and daily project management.

In our time with KBS, **Connect has brought 59,000 new visitors to kbsdirect.com**, lifting their monthly visit count from less than 1,000 users to 8,000+ users per month.

Continued on following pages





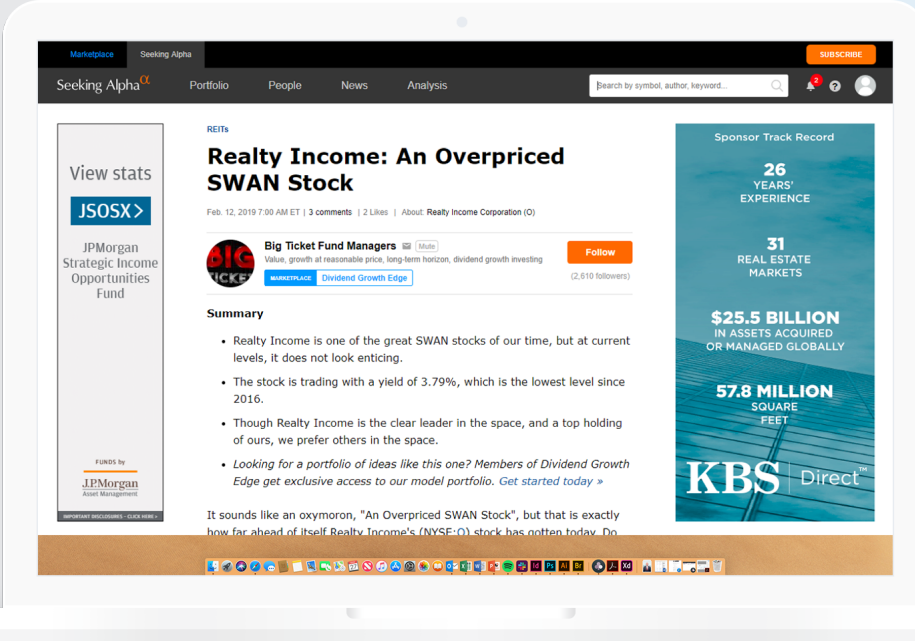
**TARGETED ADS:
SEEKING ALPHA / WSJ
BLOOMBERG / KIPLINGER**

INSTITUTIONAL
REAL ESTATE
INSTITUTIONAL
MANAGEMENT

commission-free to the individual investor

Invest Direct

KBS | Direct



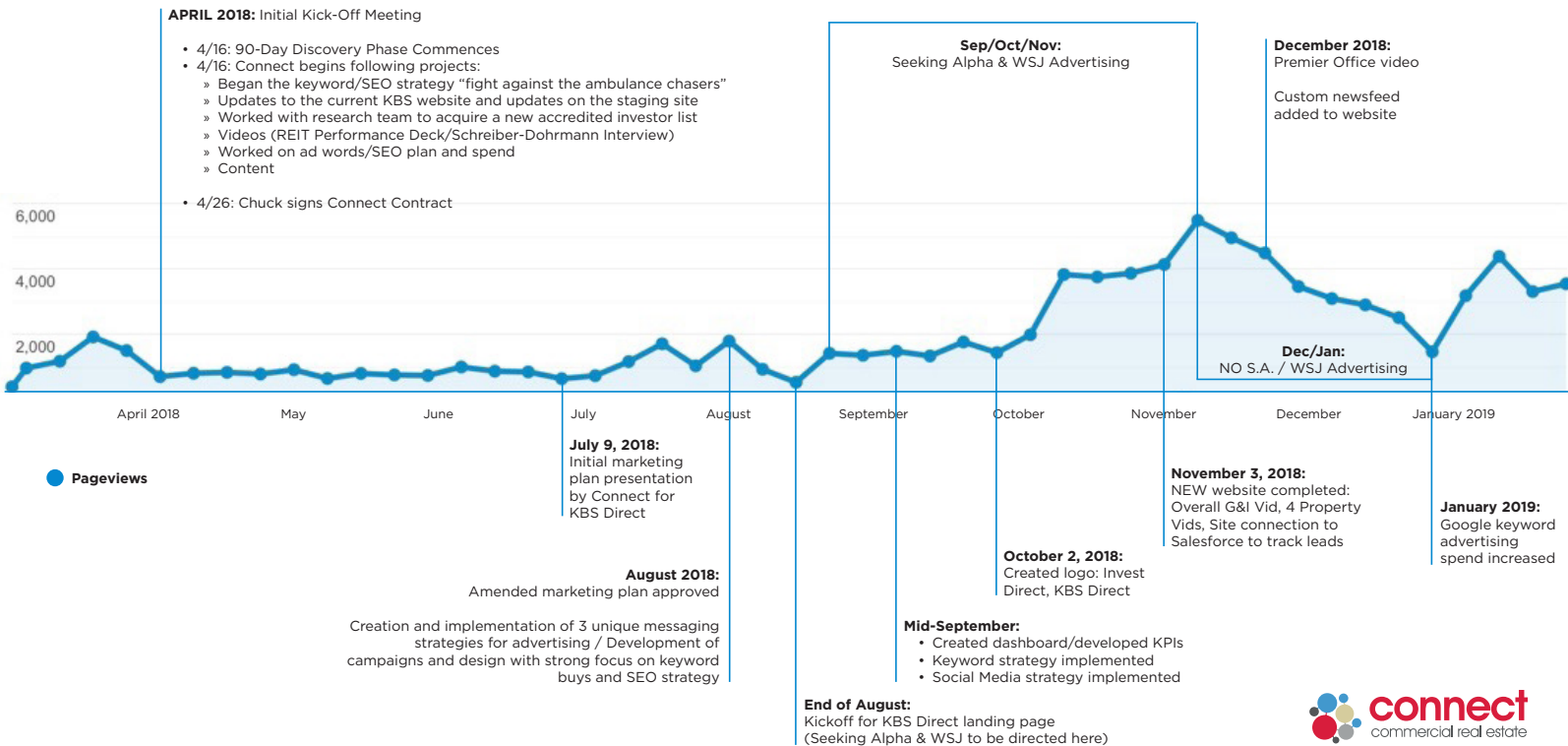
SOCIAL MEDIA CAMPAIGN

The social media campaign layout includes a smartphone in the center displaying a tweet from KBS Direct. The tweet text reads: "Income-producing commercial real estate investments offer far less volatility than stocks. Learn out how to build a CRE portfolio with the help of KBS Direct: <https://lnkd.in/gANTH#CRE> #REIT #RealEstate". The background features a laptop displaying a tweet with the text: "Tired of market gyrations? Here's an alternative: <https://lnkd.in/gANTH#CRE> #CRE #REIT #stockmarket". To the right, a desktop view of a tweet from KBS Direct is shown, with the text: "We would like to announce that KBS successfully increased the net asset value (NAV) of its \$11 billion+ real estate portfolio by 6.15% in 2018. 'The substantial and disciplined growth of KBS' portfolio suggests there is still ample opportunity for continued growth...' - Chuck Schreiber in <https://lnkd.in/gHsew7r> #CRE #REIT". The overall design includes images of modern office interiors and cityscapes.

CUSTOM PROPERTY VIDEOS



MARKETING TIMELINE OUTLINING CAMPAIGN IMPACT



EXPERIENCE

COX CASTLE & NICHOLSON

Cox, Castle & Nicholson LLP was founded in Los Angeles in 1968, with the goal of providing superior and comprehensive legal services to businesses, institutions, and individuals in all aspects of the real estate, finance, and construction industries. Cox, Castle & Nicholson is now one of the largest full-service law firms specializing in real estate in the United States and has over 130 transactional and litigation attorneys in our Los Angeles, Orange County, and San Francisco offices.

Services

Events- Cox Castle & Nicholson, a national real estate law firm, was looking to host their 50th Anniversary party. Connect served as a white label event production agency, handling all event details, from guest list, event design, video recap, and much more.

Website

Connect worked in tandem with an outside vendor who was building the site to advise on the layout and design, write all copy with a new and consistent firm voice and oversee the overall project management.

Emails

Distribution of attorney content to targeted databases of their clients, to targeted portions of the Connet list and internal emails to the firm to share "wins".

Design

Ads for sponsorships, event videos

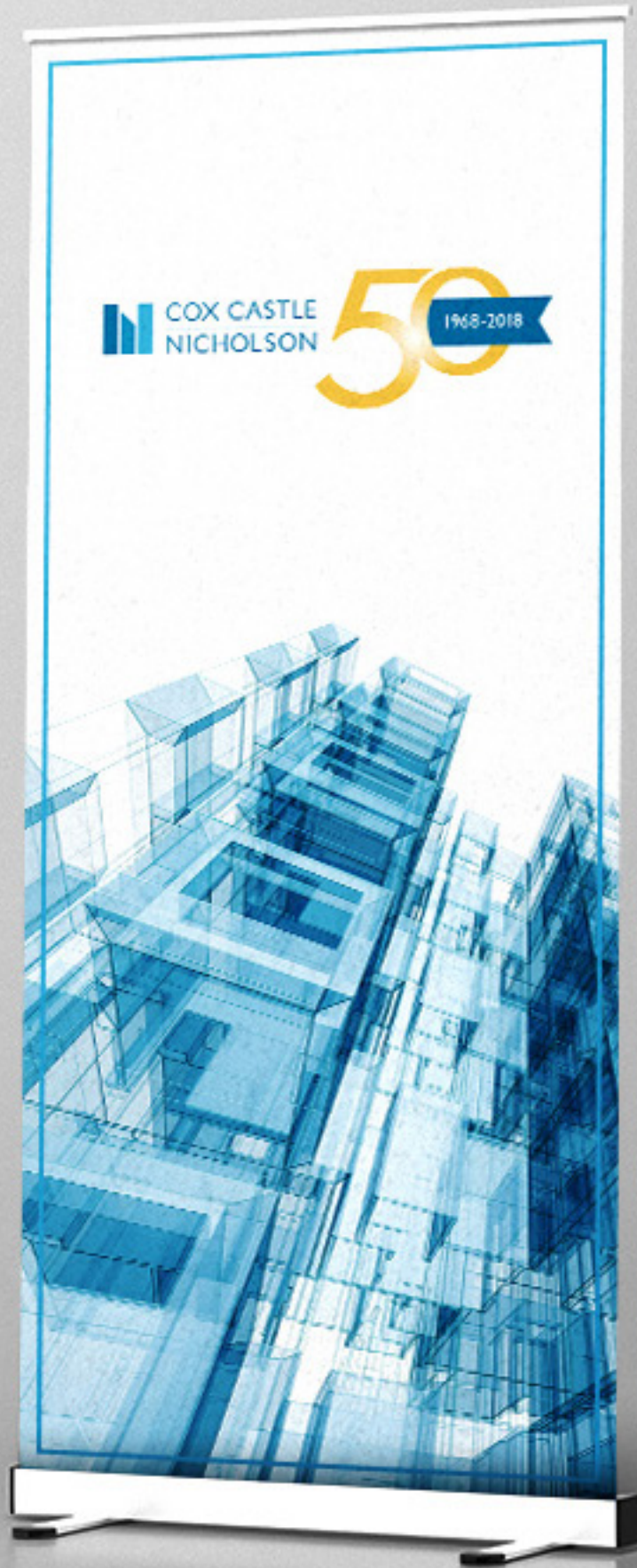
Business Dev strategy

Work with the business development committee on meeting topics and presentation and overall firm strategy to broaden client base, pitches and internal communications to share client intel to gross business with clients across practice areas.

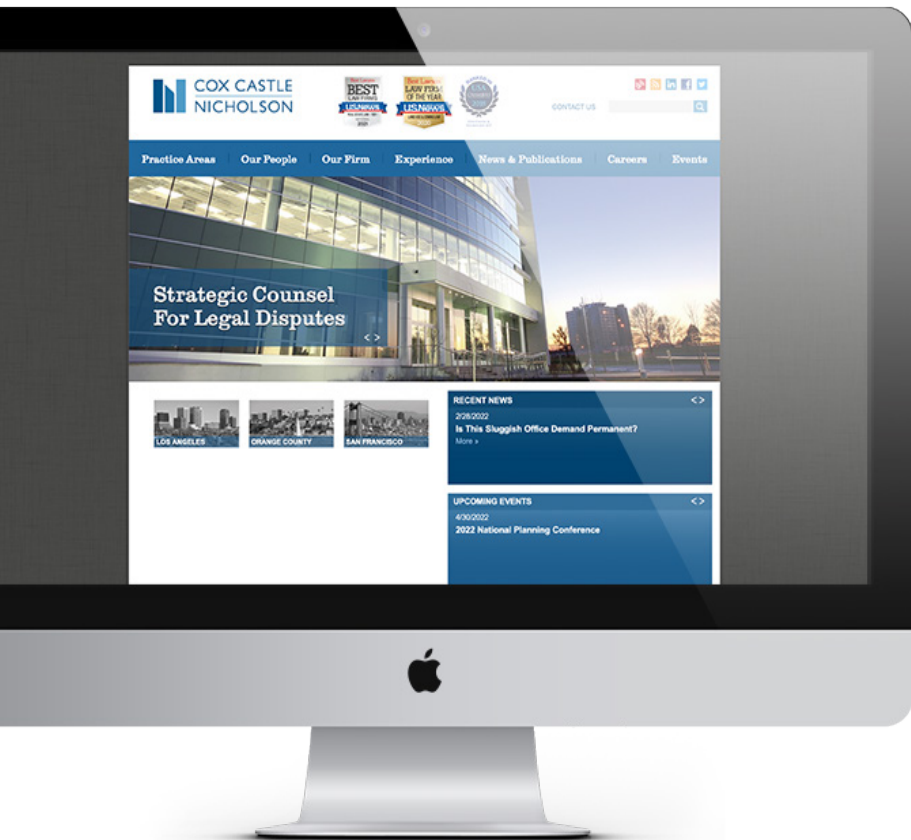




CUSTOM PRINT DESIGN



CUSTOM EVENT VIDEO



WEB DESIGN



C O N N E C T
C R E A T I V E

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www.connectcreative.media