

Innovations In The Real Estate Industry

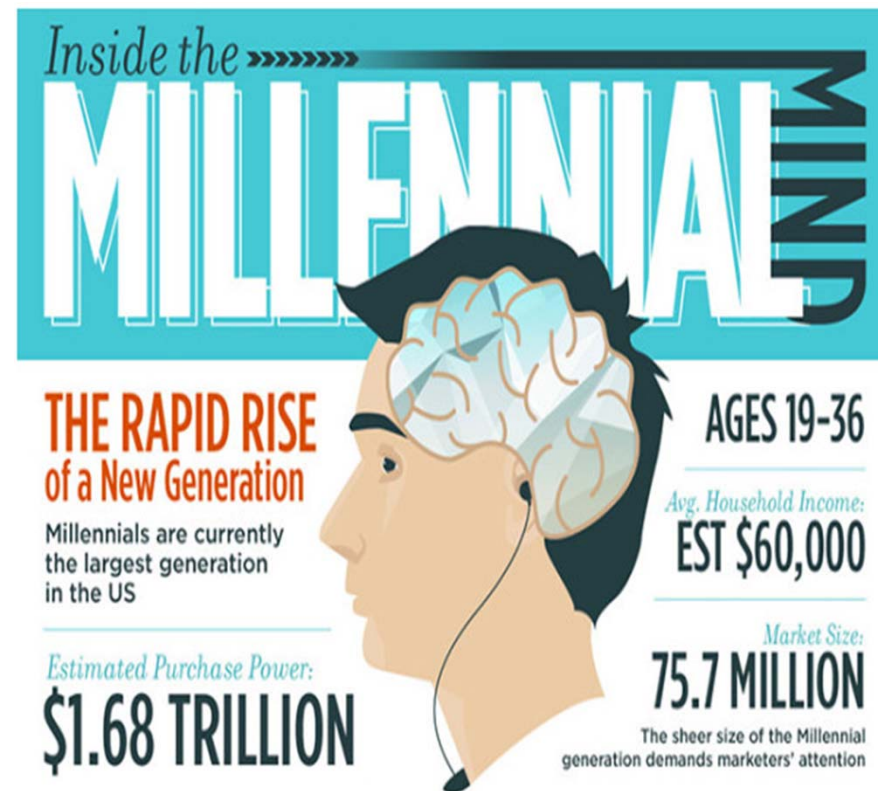


American National Investments
EST. 1997

a redevelopment, hospitality & lifestyle company

Millennial - Re Identify our Customers

- ❖ **Millennials – Re Identify Our Customers**
 - ❖ **Largest generation in the US**
 - ❖ **Ages 19-36**
 - ❖ **37% of the workforce today and 75% of the workforce by 2025**
 - ❖ **Their Average household income is \$60,000**
 - ❖ **They focus on LIFE EXPERIENCES rather than TANGIBLE ASSETS**
 - ❖ **SD has one of the highest percentage of millennials than any other US city**



Millennials in San Diego

**What drives millennials to
San Diego?**

- ❖ **Affordable Living**
- ❖ **Lifestyle**
- ❖ **Draw for a specialized talent**
- ❖ **Tech Companies moving to SD**
- ❖ **Pet Friendly**



Force of Industry Changes

❖ Lifestyle Trends



- ❖ Work-Life-Integration instead of Work-Life-Balance
- ❖ Millennial's Lifestyle Values: Growth, Purpose, Culture, Passion, Perks

❖ Tech-Driven Innovations

- ❖ Data Accessibility
- ❖ Online Markets
- ❖ Investor & Borrowers Connectivity



Changes in Workplace

Some of most desirable companies among millennials:

- ❖ **Pandora:** provides recourse groups with paid-time-off to volunteer.
- ❖ **McKinsey:** provides “Take Time” program to pursue interests.
- ❖ **Box:** offers free lunch and weekly yoga classes
- ❖ **LiveNation:** offers employees to attend live sporting games, concerts and festivals.

How Millennials have forced the changes in the workplace:

- ❖ **No boundaries between work, home, and community.**
- ❖ **Proximity to make collaboration and innovation easier.**
- ❖ **Amenity-rich corporate campuses.**



Real Estate Trends

- ❖ Shared Places
- ❖ Amenity-Rich Buildings
- ❖ Health Conscious Communities
- ❖ Smart Buildings
- ❖ Mixed-Used Development
- ❖ Transit-Oriented
- ❖ Communities with Social, Flexible, Mobile Workplaces

Redevelopment of communities driven by unified places to live, work, play, enjoy, relax, and share.

Amenity filled buildings that justify people's time commitment.





Examples



❖ The Villa Mission Valley (Old Mirage Estate)

- ❖ On-site Village Market
- ❖ Business Center
- ❖ Parcel Lockers, etc.

❖ Corporate Campuses With Hospitality Services



❖ Urban Infill Mixed-Use

- ❖ Incorporating residential with commercial uses
- ❖ Transit Oriented development
- ❖ Little Italy

How Millennials Travel?

- ❖ No longer seeking a party-animal atmosphere when traveling.
- ❖ Instead wants to fully immerse themselves into new cultures, and feast on local cuisine.
- ❖ Less likely to sit hunched over their hotel room desk when traveling for business or pleasure.
- ❖ Prefer unique experiences over cookie-cutter hotels.



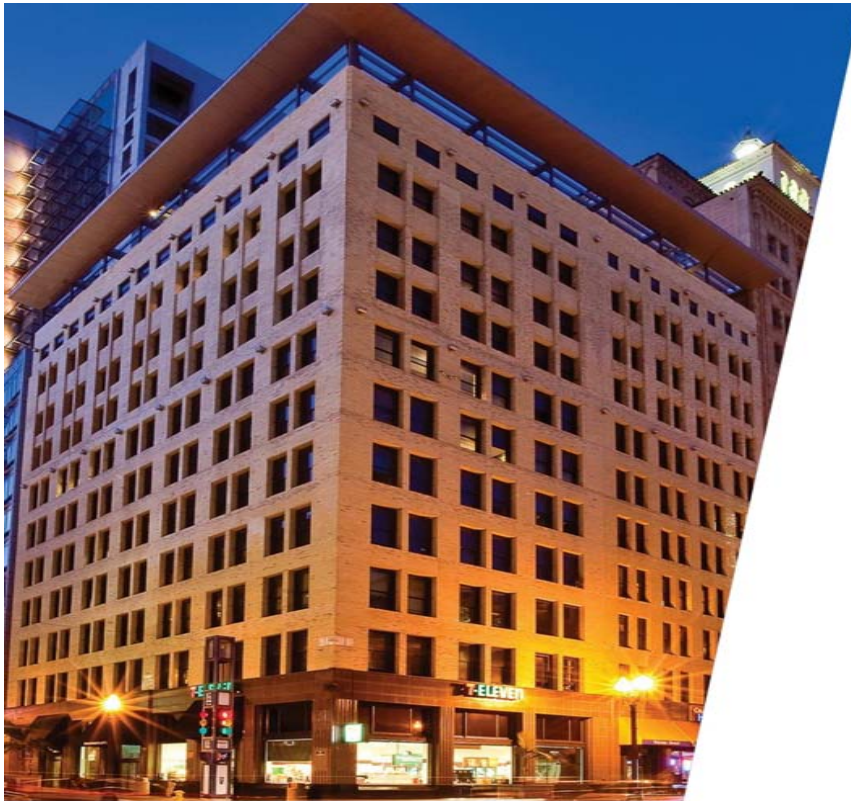
Millennial Hotels

“The Pendry Hotel”

- ❖ **Luxury Boutique Hotel targeting millennials.**
- ❖ **Located in downtown San Diego, Pendry hotel will be opened in February 2017.**
- ❖ **The concept of the hotel is based on balancing modern and traditional.**
- ❖ **Hotel will offer custom amenity program to its guests.**



ANI Services



Broadway Lofts, San Diego, CA

ANI created 84 live/work loft units and some 16,000 square feet of retail space in the rehabilitation of one of San Diego's first downtown skyscrapers, an elegant, early 20th century, 12-story Italianate bank building originally designed by Franklin P. Burnham.

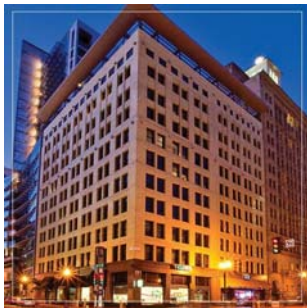
ANI focuses on the development of transit-oriented, mixed-use projects that respond to the demand for workplace flexibility integrated with convenient services in urban-oriented, better connected, amenity filled buildings and market places with an expression of superfood & beverage.

ANI Real Estate



Acqua Vista, San Diego

A twin-tower, 18-story residential apartment development in San Diego's Little Italy neighborhood. The \$70 million, 383-unit project makes most of a sloping site to provide vistas of San Diego Harbor and the downtown area and blends well into the neighborhood fabric of low and high-rise commercial and multifamily residences.



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La Jolla Village Square

This \$63 million project redeveloped an existing regional mall into an entertainment and hospitality-based power center anchored by a 12-screen AMC theater complex.

ANI Services



Cozy, airy, and centrally located, our intimate second-floor dining area is the ideal space to entertain guests downtown for a meeting, luncheon, reception, and more.

Harvest

We provide simple, refined organic food and drink with an emphasis on health, freshness, and sustainability.



ANI Hotel Project

**American National
Investments**
presents

“The Era Boutique Hotel”

The concept is paired with a unique range of amenities, unmatched service, arts, culture and entertainment.



Each conception is designed around a different era in time, based off of the location.

DEFINE YOUR MOMENT. DISCOVER YOUR EXPERIENCE.

Conclusion

**Millennials are changing
our expectations for how we
live, work and play.**

The future for real estate lies in:

- ❖ **Community focused developments**
- ❖ **Amenity Rich Projects**
- ❖ **Efficiency in Design**
- ❖ **Walkability/TOD**

