meet our partner

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SHINING ROCK EQUITY

PROVIDING LUCRATIVE INVESTMENT OPPORTUNITIES IN MULTI-FAMILY REAL ESTATE

BUILDING WEALTH THROUGH PASSIVE INVESTING

In the competitive world of real estate, the key to success lies in recognizing opportunities and making informed investment decisions. Enter Shining Rock Equity, which provides multi-family investment opportunities to real estate agents and other busy professionals.

The family team of Rob Stanley, his wife, Sara, his son, Clay, and Kim Solomon (Sara's twin sister) have combined their professional experience and created a platform that provides an avenue for others to invest in the lucrative world of multi-family real estate.

Shining Rock Equity was conceived in 2022 when the team identified a need to improve their personal real estate investment portfolio. As Rob explains, "Multi-family real estate is the strongest asset class and the best avenue for scalability. It also allows us to provide opportunities to busy professionals to passively invest and build wealth. We discovered a great need for this among our friends, family and colleagues." This realization led to the creation of Shining Rock Equity. Rob and his team now invite other qualified individuals to join them in their promising ventures.

MEET THE TEAM

Each member of the team brings a wealth of experience to

the table, making them sought-after experts in the industry.

Rob's career in real estate spans nearly three decades as a seasoned real estate broker. Over the past 10 to 12 years, he has focused on acquisitions and portfolio management for institutional investors and private equity groups while also becoming an active investor himself. His extensive experience and expertise make him an invaluable asset to Shining Rock Equity.

Clay, a rising star in the industry, launched his career three years ago, jumping into acquisitions for institutional investors with Austin Banks Real Estate Company in Charlotte. He currently manages land acquisitions for residential development, and in a short span, has been involved in over $700 million worth of acquisitions. Clay's goal is to help investors diversify and expand their passive real estate investment portfolio, benefiting from the cash flow, tax benefits, and competitive risk adjusted returns that multi-family real estate offers.

"With home prices increasing and affordability decreasing across the country, many people are renting," explains Clay. The result now is that multi-family investment properties have become the strongest asset class for investors.

Kim, a top-producing REALTOR® in the Chapel Hill area for 18 years, is ranked in *Triangle Real Producers* Top 500. She uses her extensive experience and network to support Shining Rock Equity investor relations. Kim comments, "For years, I knew I was missing out by not fully taking advantage of being in the real estate industry as an investor. I didn't have the expertise or time to flip houses or manage rental properties. As a busy full-time REALTOR®, this type of passive investing is a perfect way to earn additional income and to be smart about diversifying and building future wealth. I'm grateful to be able to bring these opportunities to other REALTORS® who may have similar goals and didn't realize that they could easily do this. I'm excited to finally be investing in real estate and thrilled to tell others about it."

Sara has owned S Squared Design, a graphic design firm that specializes in corporate branding, sales and marketing material, and web design for 24 years. She supports a diverse client base nationwide in a variety of industries including healthcare, environmental, retail, and real estate. Sara serves as the marketing and creative director at Shining Rock Equity.

How does everyone work together? Rob manages day-to-day operations, ensuring the company stays on the right track and complies with regulations. Clay specializes in analysis, acquisitions, and underwriting, assessing risk within investments, and proposing risk mitigation strategies. Kim leverages her extensive network to support investor relations. Sara manages branding and marketing.

THE MULTI-FAMILY ADVANTAGE

Multi-family investing offers a range of benefits. First, it provides capital preservation by offering a stable and resilient investment platform. Unlike more volatile assets, multi-family properties often retain their value, serving as a reliable hedge against economic downturns. Second, it allows for diversification from the stock market, reducing overall portfolio risk. Real estate tends to operate independently of stock market fluctuations. Additionally, investors can leverage tax advantages, such as depreciation deductions and favorable capital gains treatment, enhancing overall returns. Lastly, multi-family investing generates consistent cash flow through rental income, providing a steady stream of passive income for investors.

WHAT SHINING ROCK EQUITY OFFERS

Shining Rock Equity offers investment opportunities with projected average annual returns ranging from 16% to 24%. The specific return on investment depends on the individual deal and its unique characteristics. Shining Rock's investors enjoy the benefit of being completely passive while achieving impressive returns and potentially significant tax advantages.

The investment process at Shining Rock Equity is transparent and thorough. A deal undergoes extensive due diligence, both financial and physical, before it is presented to investors. Webinars are held to discuss the deal's details, including risks, returns and the business plan. Investors can expect to receive cash flow from the investment during the hold period with the sale date varying from 3 to 7 years. The team also provides regular updates on the property's progress.

A UNIQUE OPPORTUNITY

Shining Rock Equity represents a unique opportunity for investors to passively participate in the multi-family real estate market. With a team of experienced professionals and a commitment to transparency and risk mitigation, they are paving the way for individuals to diversify their investments and secure a promising financial future. Whether you're a seasoned real estate professional or someone looking to invest for the first time, Shining Rock Equity offers a solution to make your money work for you and achieve substantial returns.

For more information on Shining Rock Equity, check out their website below and sign up to receive monthly e-newsletters with market info and upcoming opportunities.

For more information, please visit
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"I'M EXCITED TO FINALLY BE INVESTING IN REAL ESTATE AND THRILLED TO TELL OTHERS ABOUT IT."