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Highgate Capital Group

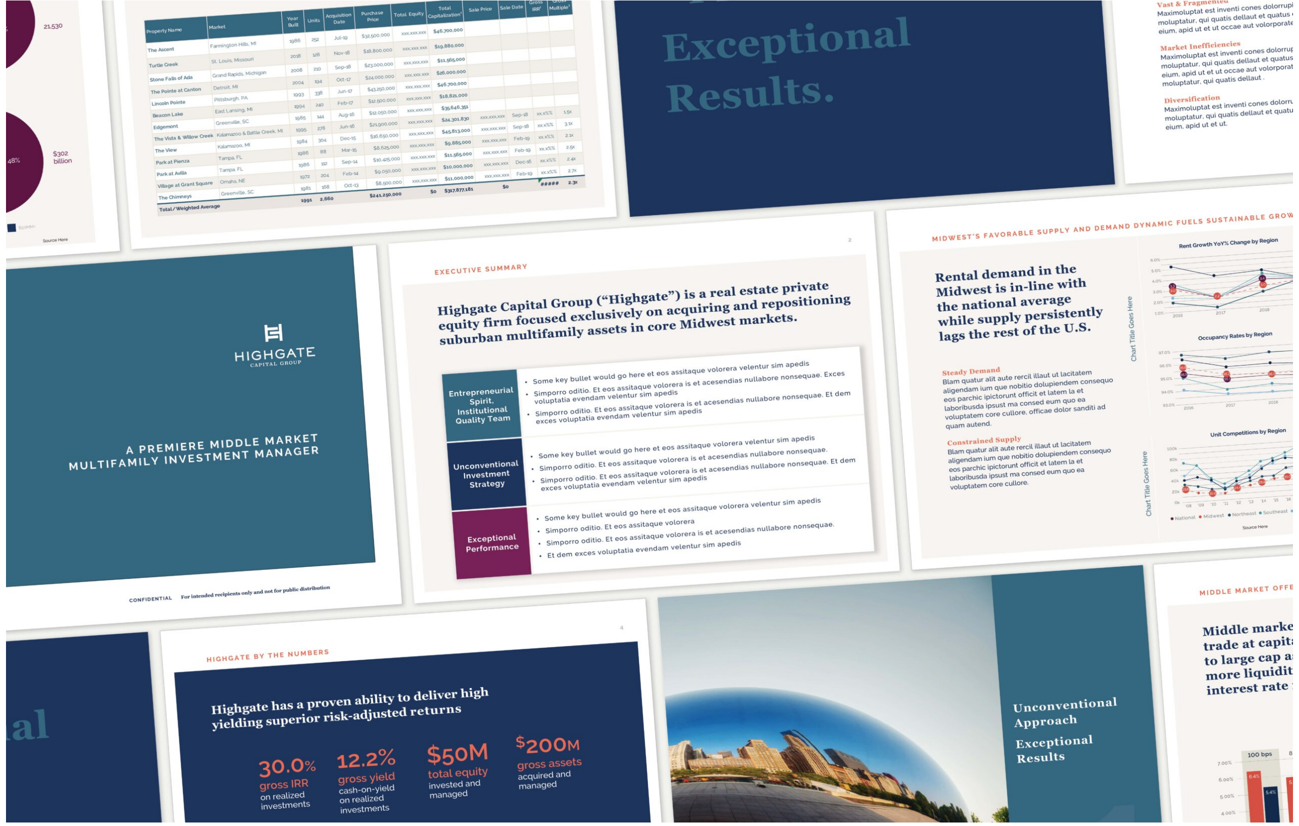
Real estate investment firm builds success

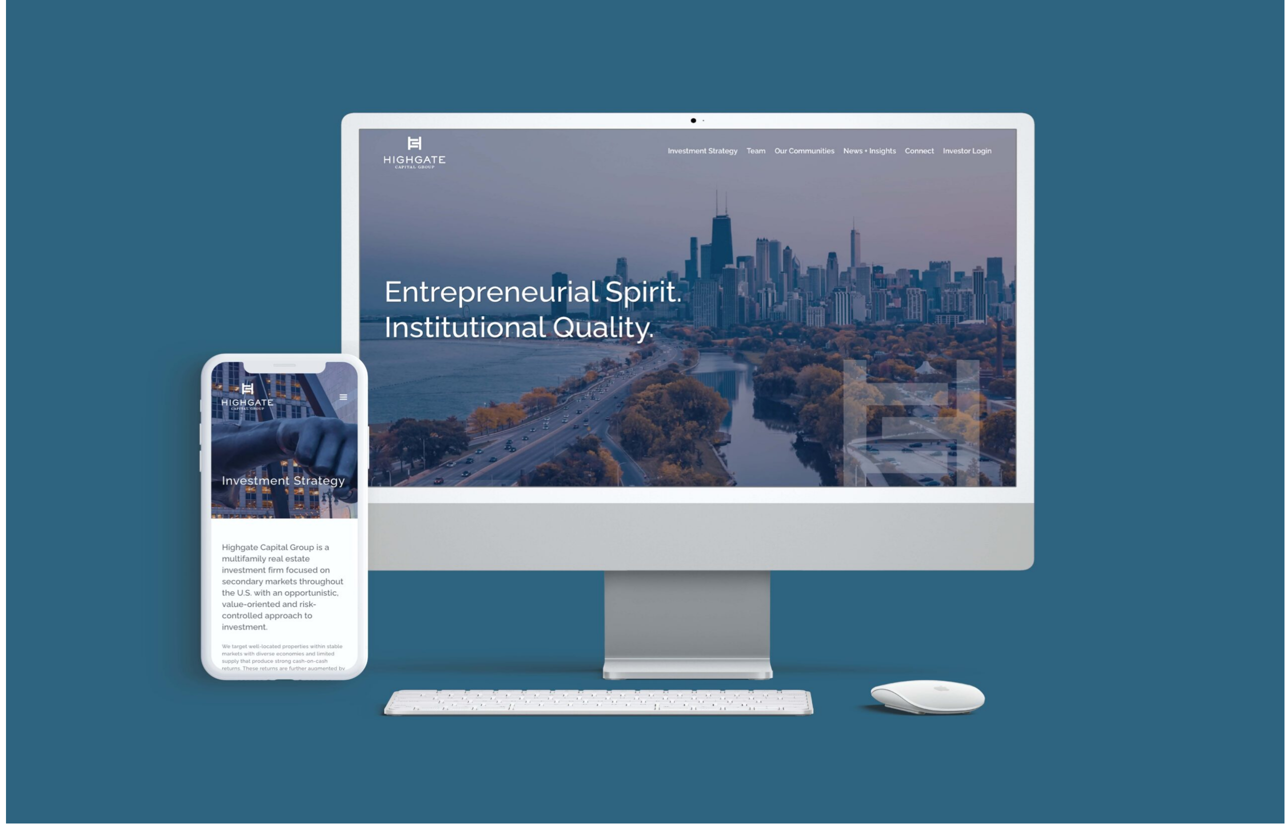
OBJECTIVE

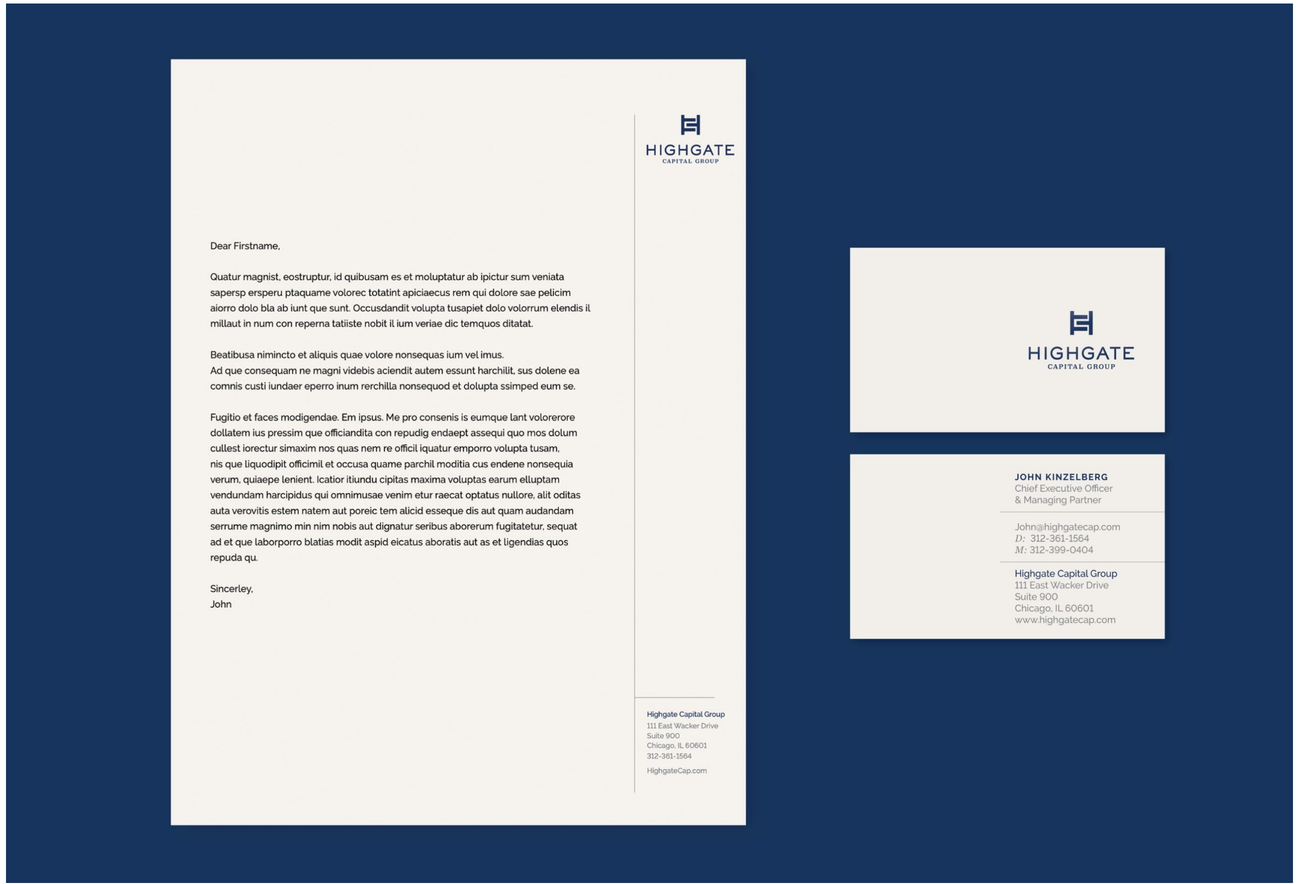
Highgate Capital sought UpShift's assistance to create a professional yet unique brand that would better communicate its offerings and experience across the Midwest.

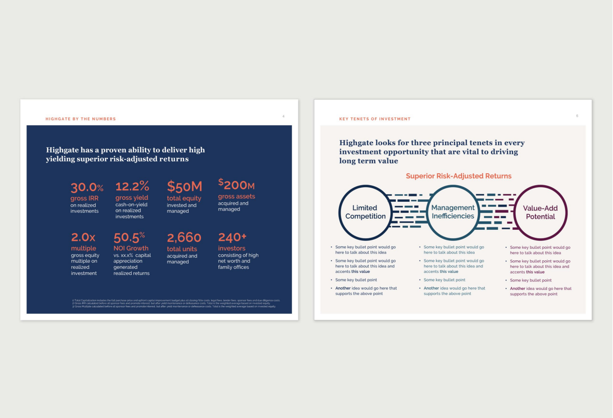
SOLUTION

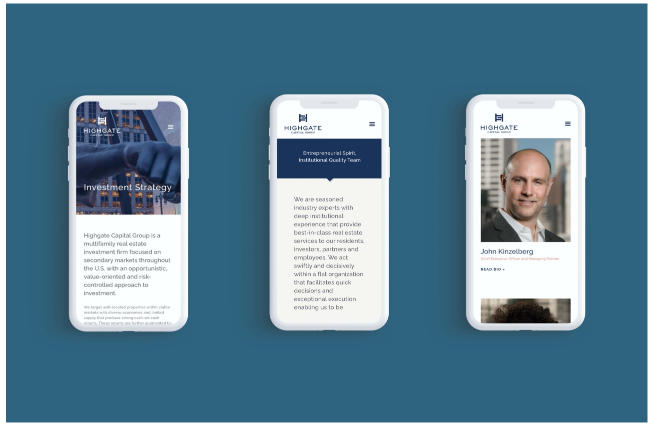
We developed a modern brand identity that reflects Highgate's thoughtful approach to multifamily investment. This identity was extended to presentation decks and a user-friendly website that clearly showcases their expertise. The rebrand reintroduced the company to the market, ensured brand consistency with a flexible presentation template, and resulted in an award-winning website.

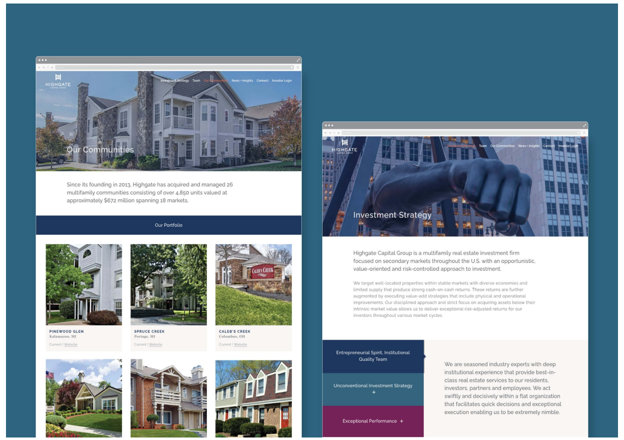












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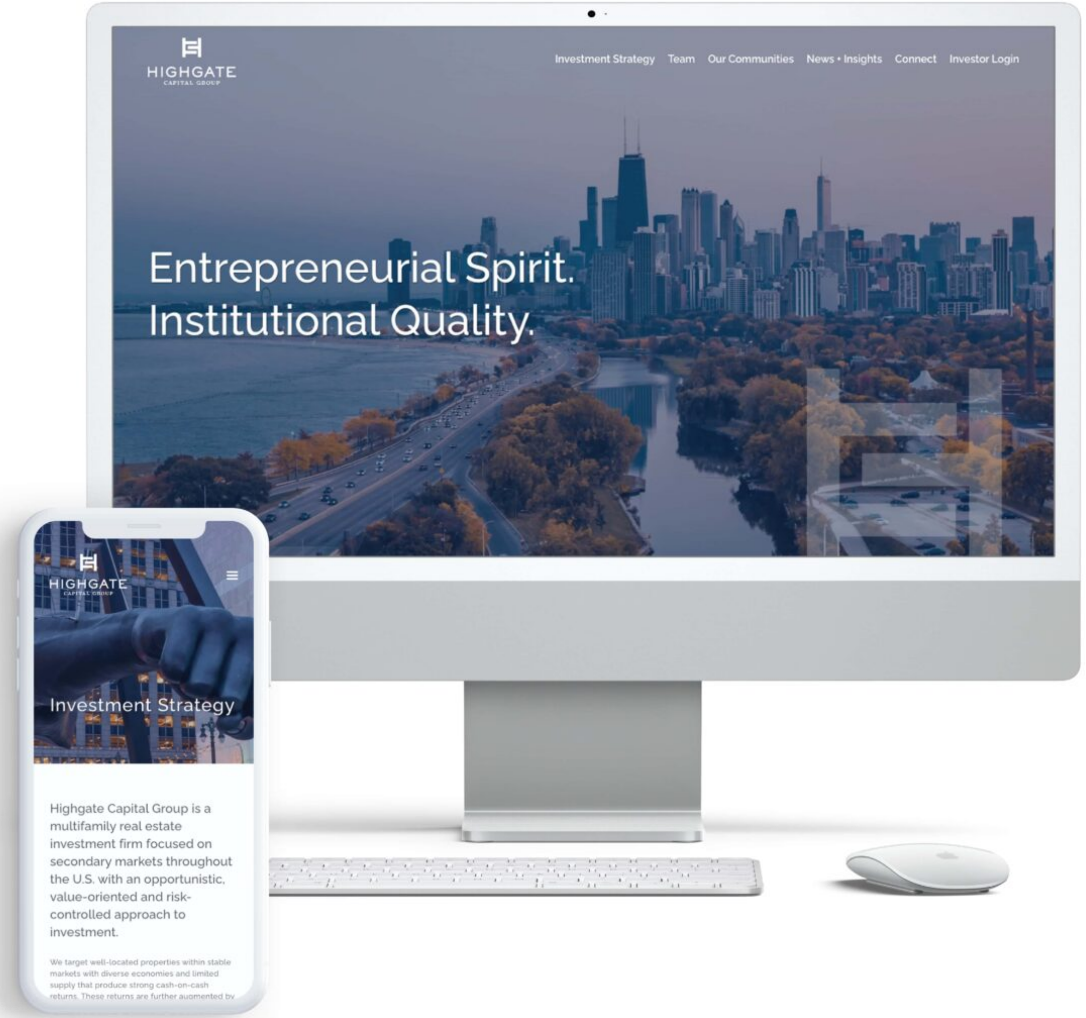
Overview

HIGHGATE
CAPITAL GROUP



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Highgate Capital Group

Logo

HIGHGATE
CAPITAL GROUP

PRIMARY LOGO

HIGHGATE
CAPITAL GROUP

SECONDARY LOGO

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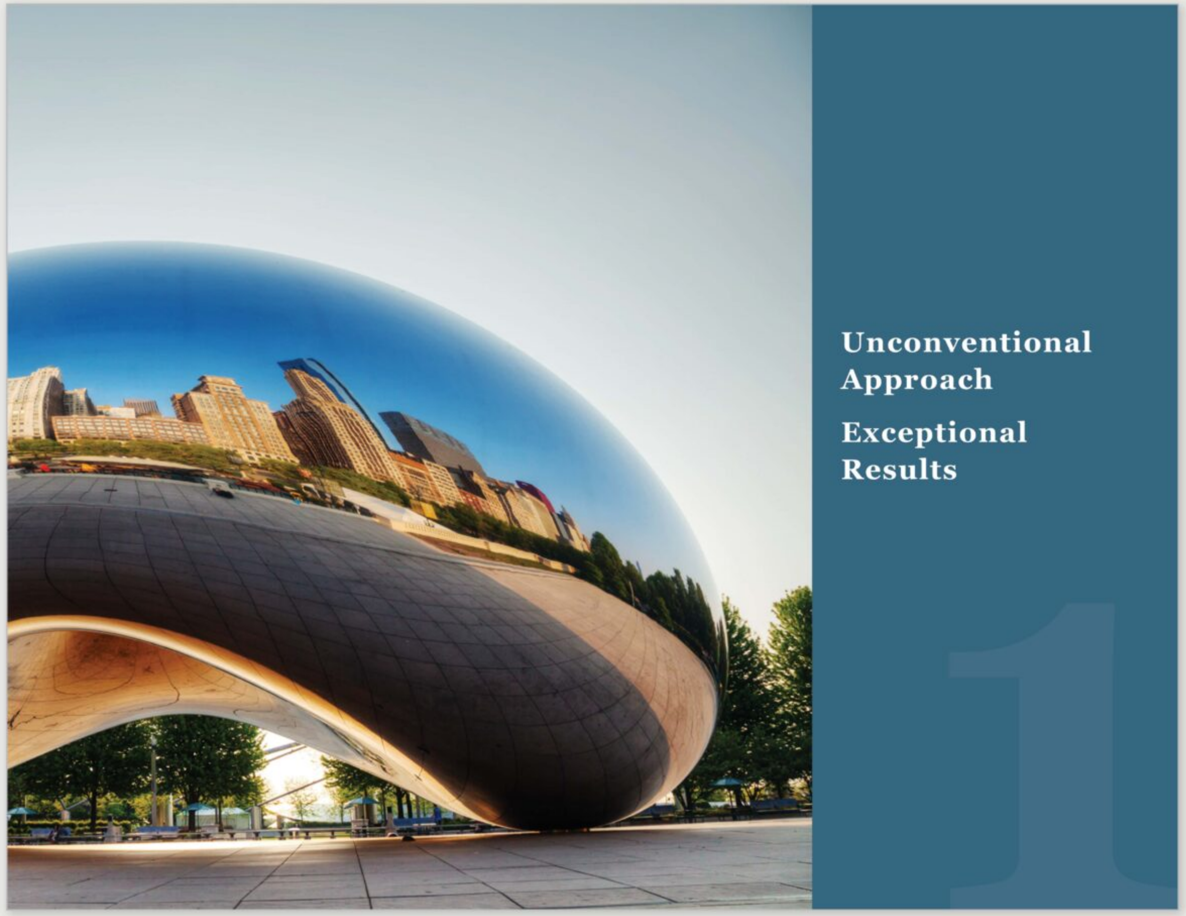
Presentation Cover &
Breaker Slides



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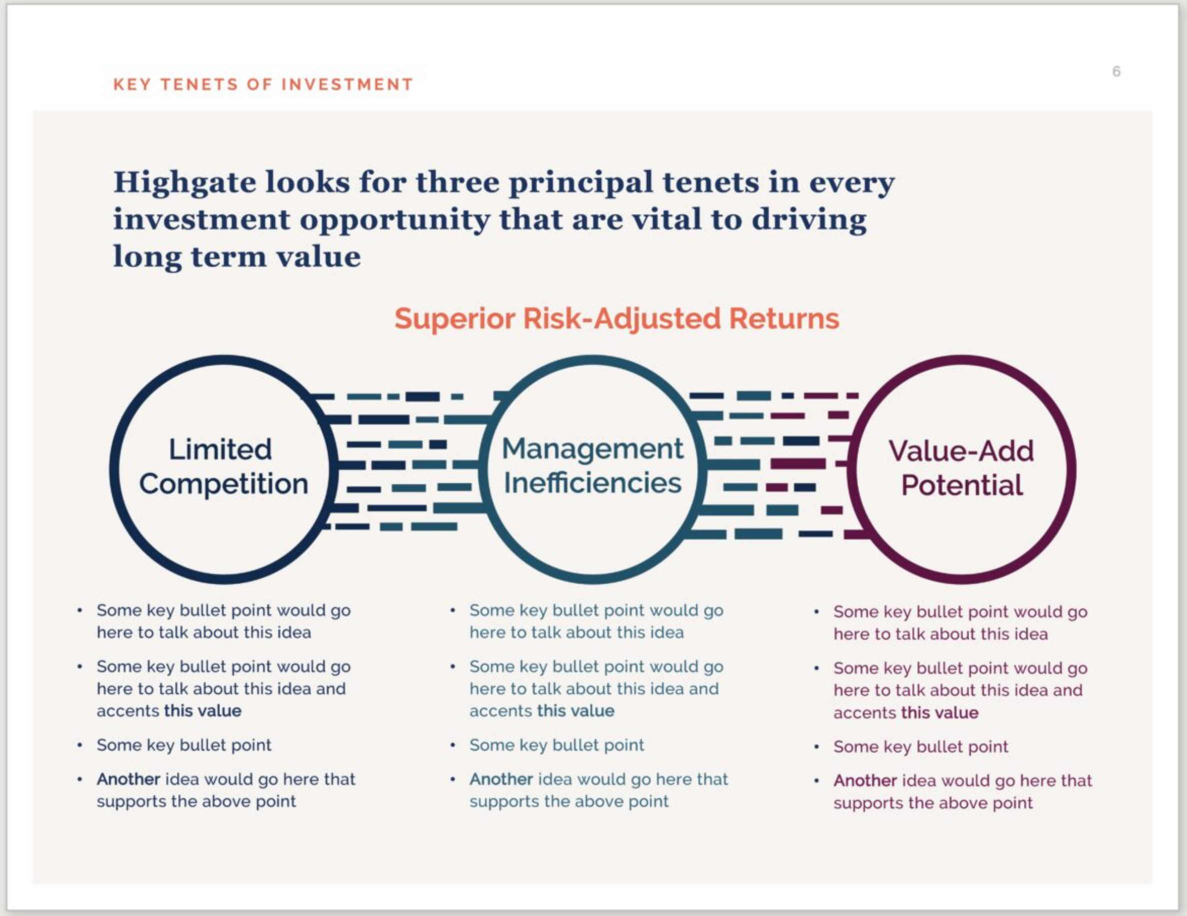
Presentation Content Slides



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Presentation Table & Graphs

Over the past six years, Highgate has managed over $292 million in total asset value across 10 distinct markets with a weighted average gross IRR of xx.x%

Property Name	Market	Year Built	Units	Acquisition Date	Purchase Price	Total Equity	Total Capitalization[1]	Sale Price	Sale Date	Gross IRR[2]	Gross Multiple[3]
The Ascent	Farmington Hills, MI	1986	252	Jul-19	$32,500,000	xxx,xxx,xxx	$46,700,000				
Turtle Creek	St. Louis, Missouri	2018	128	Nov-18	$18,800,000	xxx,xxx,xxx	$19,880,000				
Stone Falls of Ada	Grand Rapids, Michigan	2008	210	Sep-18	$23,000,000	xxx,xxx,xxx	$11,565,000				
The Pointe at Canton	Detroit, MI	2004	194	Oct-17	$24,000,000	xxx,xxx,xxx	$26,000,000				
Lincoln Pointe	Pittsburgh, PA	1993	338	Jun-17	$43,250,000	xxx,xxx,xxx	$46,700,000				
Beacon Lake	East Lansing, MI	1994	240	Feb-17	$12,500,000	xxx,xxx,xxx	$18,821,000				
Edgemont	Greenville, SC	1985	144	Aug-16	$12,050,000	xxx,xxx,xxx	$35,646,351				
The Vista & Willow Creek	Kalamazoo & Battle Creek, MI	1995	278	Jun-16	$21,900,000	xxx,xxx,xxx	$24,301,830	xxx,xxx,xxx	Sep-18	xx.x%%	1.5x
The View	Kalamazoo, MI	1984	304	Dec-15	$16,650,000	xxx,xxx,xxx	$45,813,000	xxx,xxx,xxx	Sep-18	xx.x%%	3.1x
Park at Pienza	Tampa, FL	1986	88	Mar-15	$8,625,000	xxx,xxx,xxx	$9,885,000	xxx,xxx,xxx	Feb-19	xx.x%%	2.1x
Park at Avilla	Tampa, FL	1986	112	Sep-14	$10,425,000	xxx,xxx,xxx	$11,565,000	xxx,xxx,xxx	Feb-19	xx.x%%	2.5x
Village at Grant Square	Omaha, NE	1972	204	Feb-14	$9,050,000	xxx,xxx,xxx	$10,000,000	xxx,xxx,xxx	Dec-16	xx.x%%	2.4x
The Chimneys	Greenville, SC	1981	168	Oct-13	$8,500,000	xxx,xxx,xxx	$11,000,000	xxx,xxx,xxx	Feb-19	xx.x%%	2.7x
Total/Weighted Average		**1991**	**2,660**		**$241,250,000**	**$0**	**$317,877,181**	**$0**		**#####**	**2.3x**

Multifamily middle market properties represent 68% of total transactions and 48% of total deal volume since 2015 providing ample liquidity.

Vast & Fragmented
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Market Inefficiencies
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Diversification
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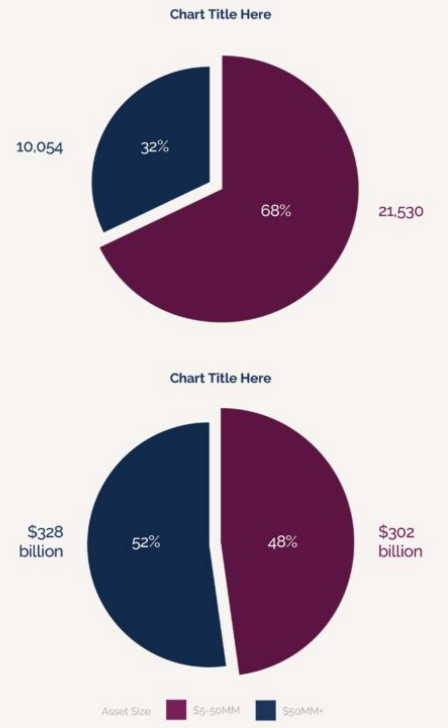

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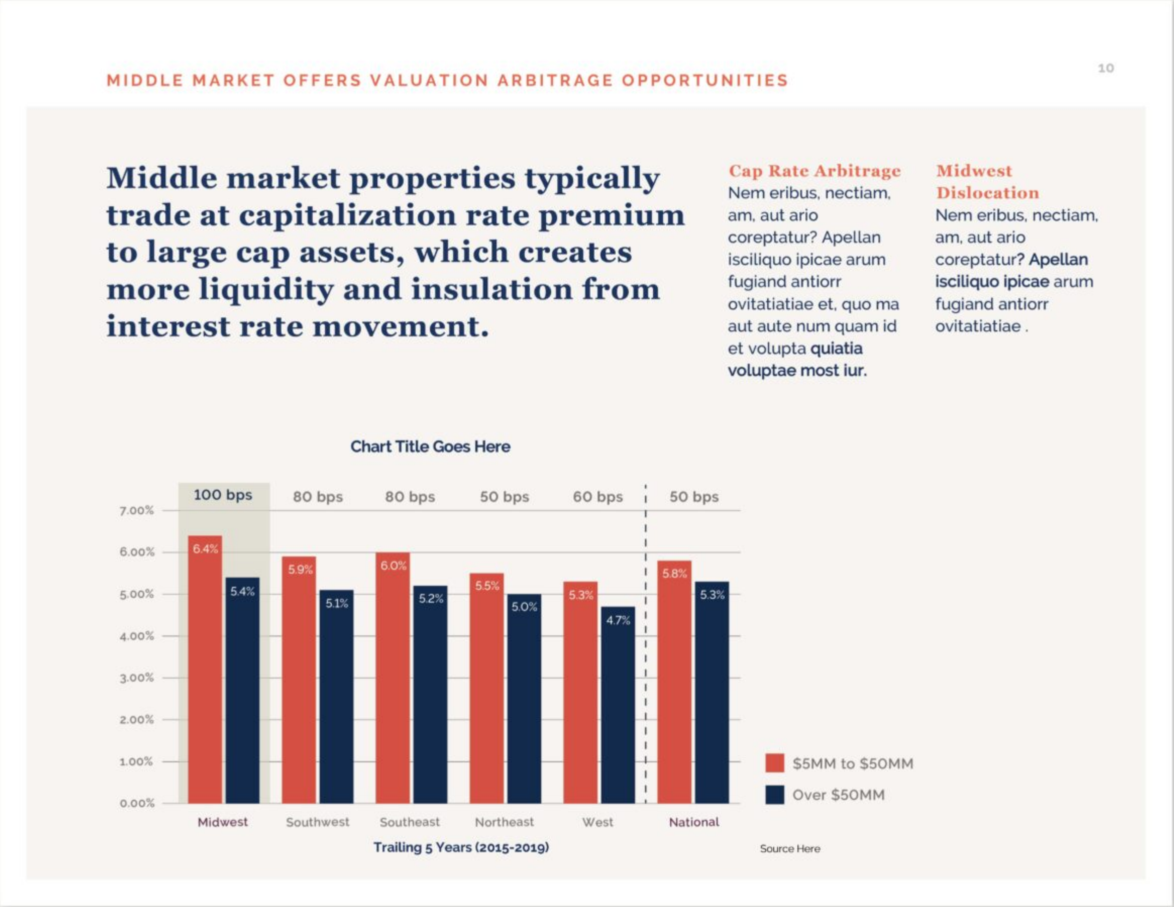
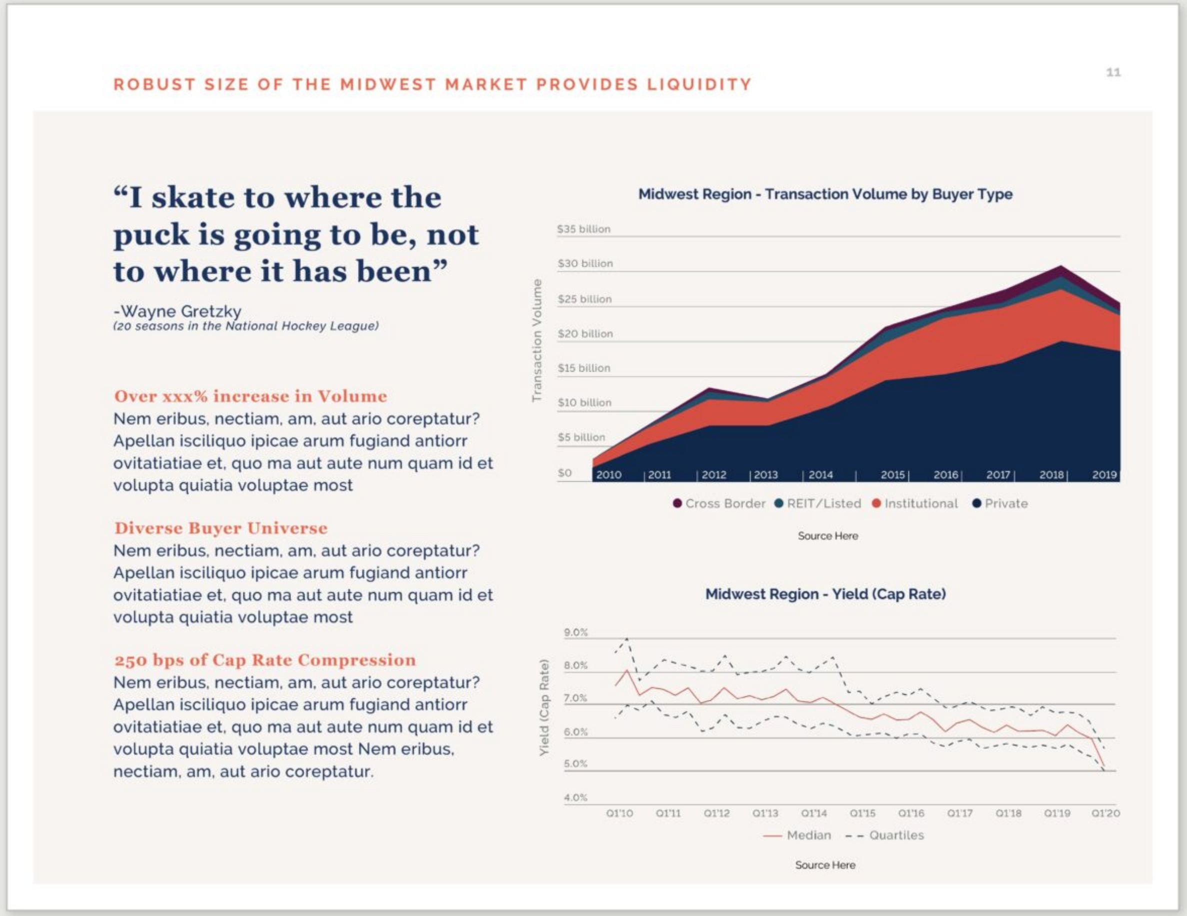
Presentation Graphs





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Presentation Content Slides

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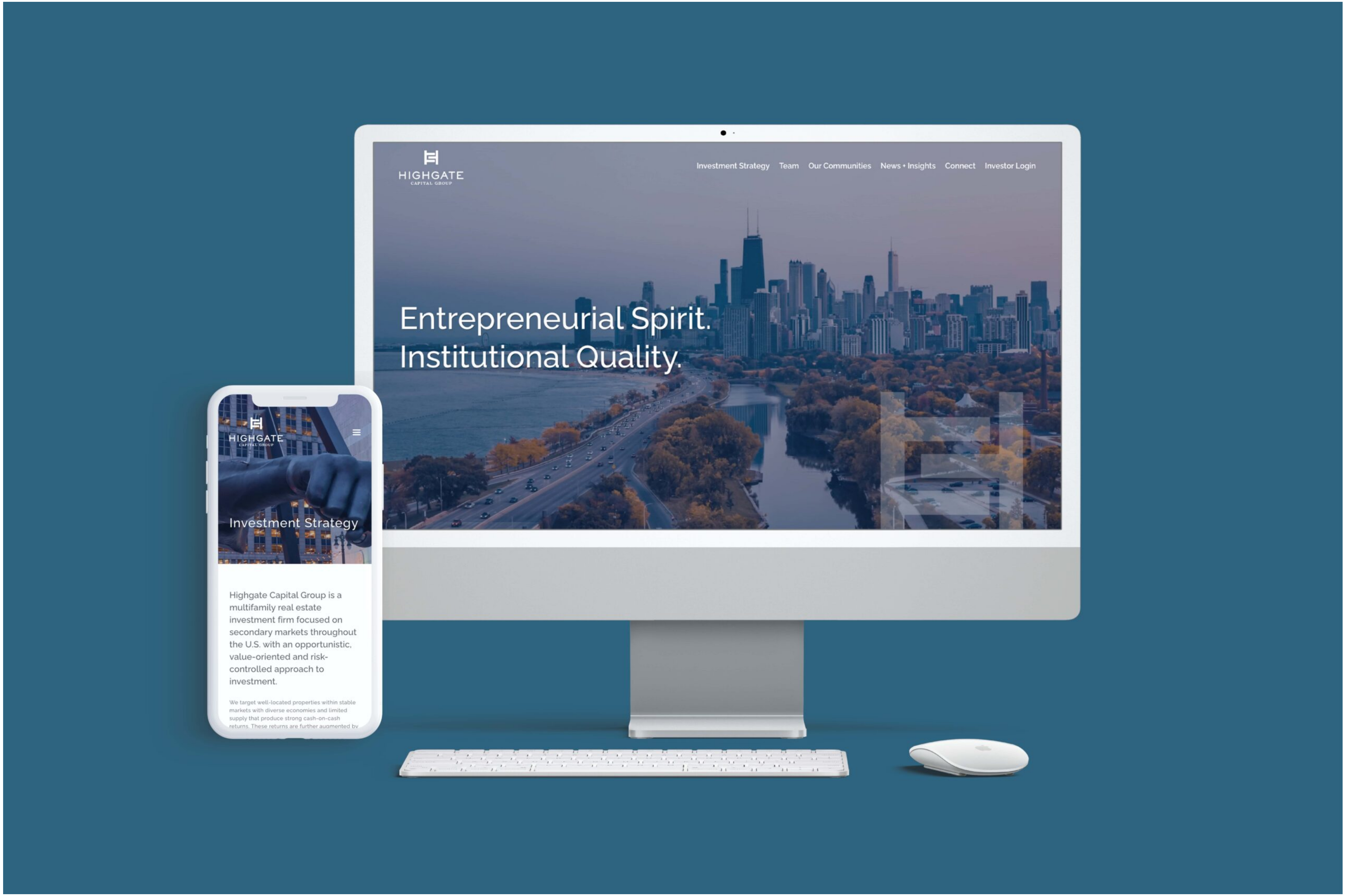
Desktop & Mobile Website



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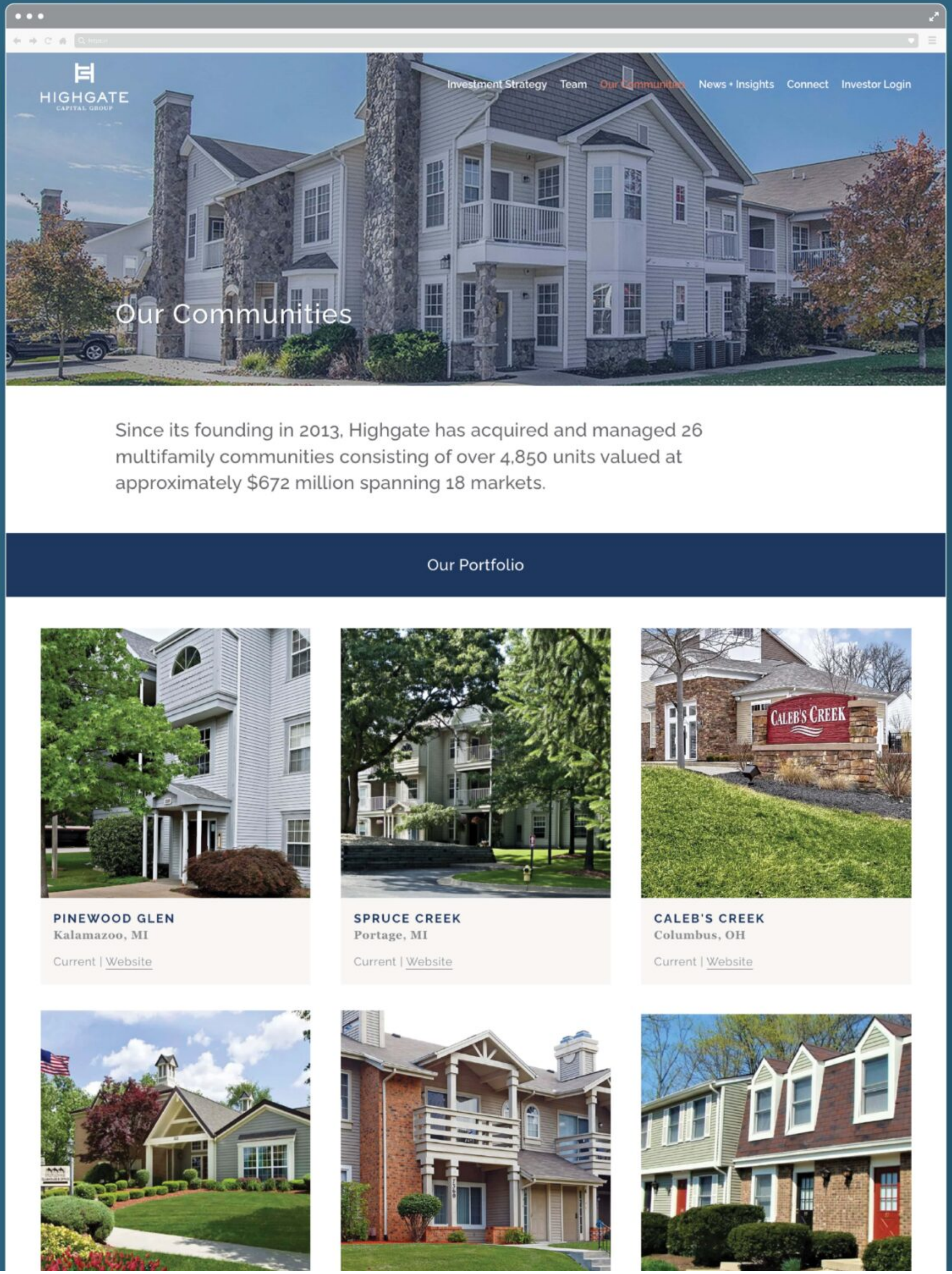
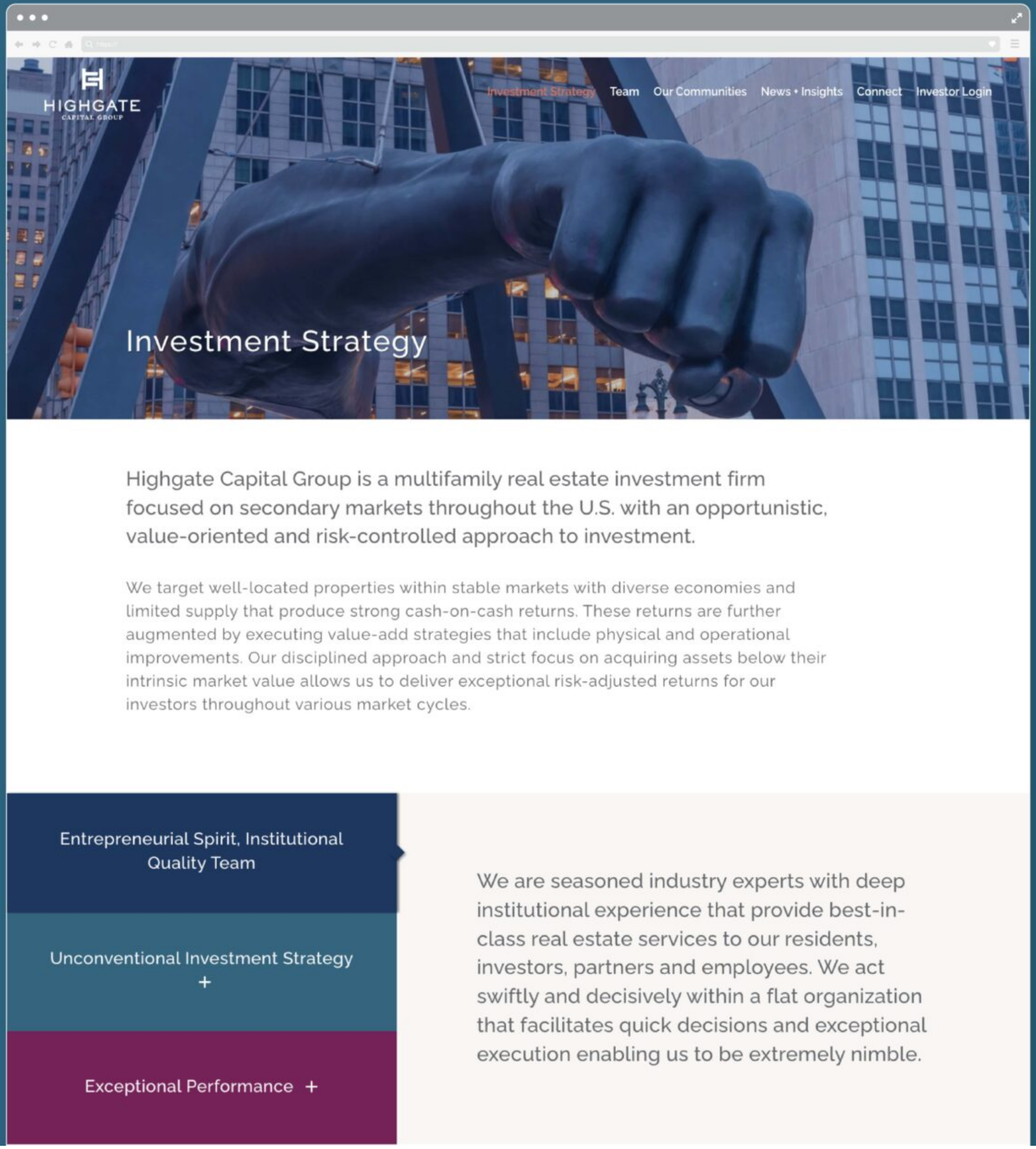
Interior Web Pages





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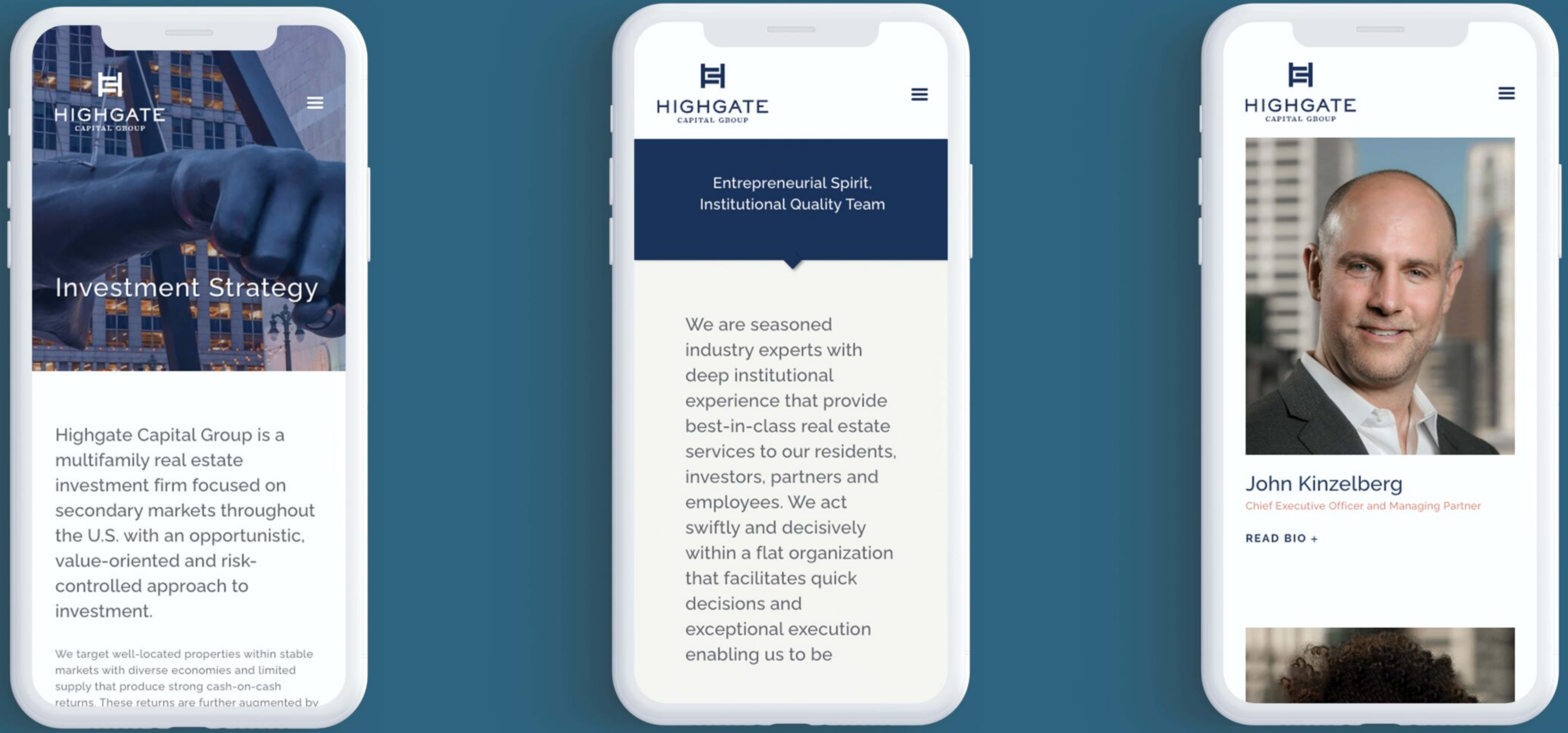
Responsive Web Design



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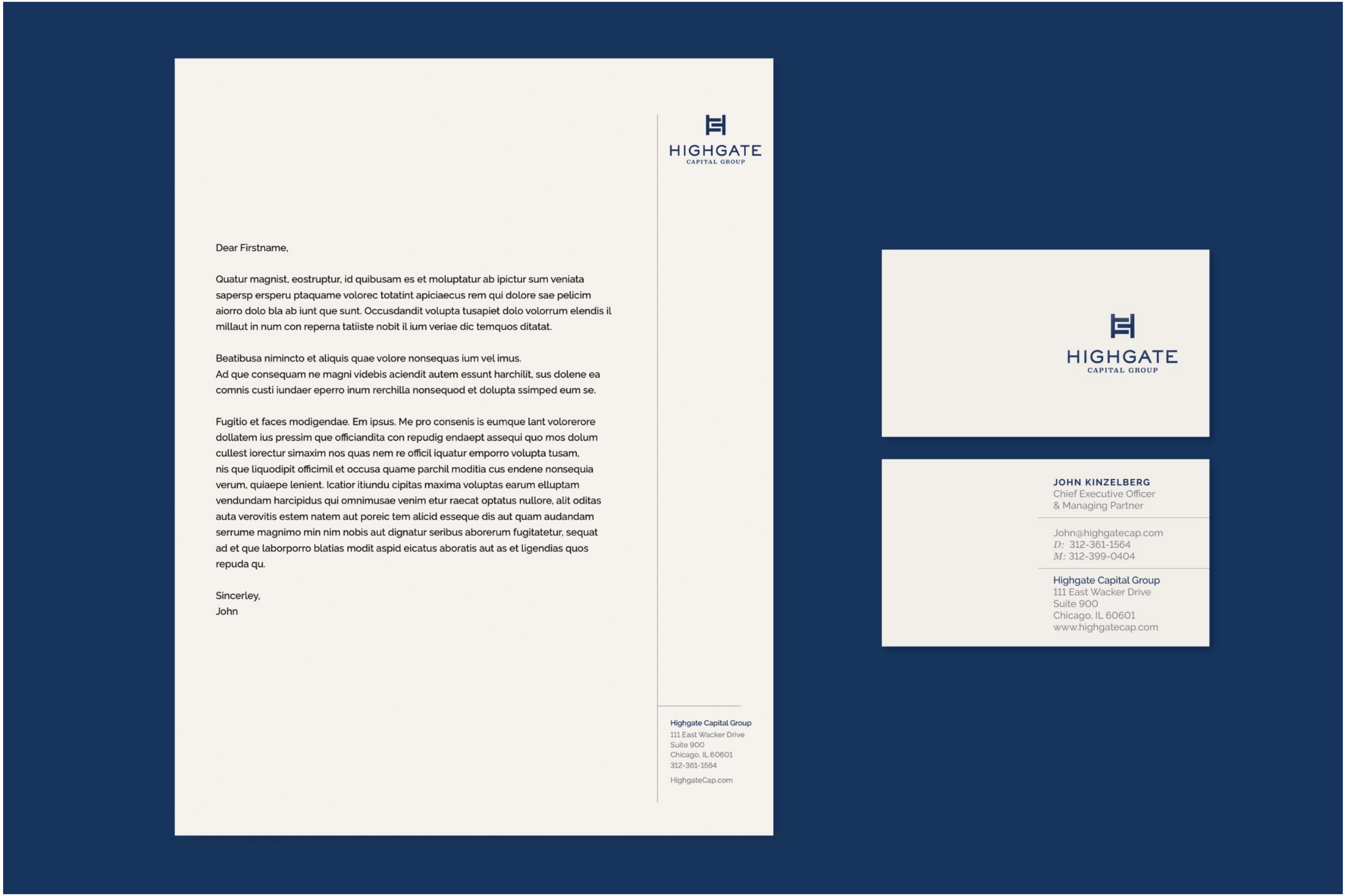
Letterhead & Business Cards



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Case Study Templates