

PARKVIEW

PREMIUM DEVELOPMENTS



WELCOME TO PARKVIEW PREMIUM DEVELOPMENTS

IT TAKES HAMMERS AND NAILS TO BUILD HOUSES.

IT TAKES PASSION, PERFECTION, AND A CLEAR VISION TO CREATE A HOME.

PARKVIEW DESIGNS AND BUILDS ITS HOMES WITH SUPERIOR CRAFTSMANSHIP AND STATE OF THE ART TECHNOLOGY WITH KEEN ATTENTION TO ITS CLIENTS' DESIRES.

JOIN US IN PARKVIEW'S NEW NEIGHBORHOOD IN RAMAT BEIT SHEMESH AS WE BUILD OUR PREMIUM, LUXURY, AND GREEN ENVIRONMENTALLY FRIENDLY CUSTOM-MADE HOUSES.

WELCOME TO PARKVIEW

WELCOME HOME

MEET THE TEAM





YOSEF CHAIM ARYEH
CEO

YOSEF C. ARYEH IS ORIGINALLY FROM BALTIMORE, MD AND MADE ALIYAH IN 2006.

WITH A SUCCESSFUL BUSINESS AND MANAGEMENT BACKGROUND SPANNING OVER A DECADE INCLUDING SERVING AS CEO OF AC&M MANAGEMENT AND CONSULTING, YOSEF C. HAS A PROVEN TRACK RECORD OF IDENTIFYING UNDER-RECOGNIZED OPPORTUNITIES AND DEVELOPING THEM INTO PROFITABLE VENTURES. YOSEF C. ESTABLISHES STRONG, GROUNDED BUSINESS PLANS TO EXECUTE AMBITIOUS VISIONS.

WITH METICULOUS ATTENTION TO DETAIL, WHETHER IT BE PERSONALLY FLYING TO HONG KONG TO INSPECT THE MARBLE, OR MAKING SURE HIS CLIENTS GET THE MOST ENERGY EFFICIENT COMPONENTS, YOSEF LIVES HIS JOB OF IMPROVING HIS HOMES ENSURING THAT THEY ARE GREEN, ENVIRONMENTALLY FRIENDLY AND THE UTMOST LUXURY. NO IDEA GOES UNEXPLORED IN ORDER TO MAKE EACH AND EVERY CLIENT ENTHRALLED WITH THE END PRODUCT.

YOSEF C. IS ALSO THE BRAINCHILD OF SEVERAL NON-PROFIT ORGANIZATIONS AS WELL AS SERVING ON THE BOARDS OF VARIOUS NON-PROFIT INSTITUTIONS THAT SERVE THE UNDERPRIVILEGED IN ISRAEL WITH BUDGETS IN THE MILLIONS OF DOLLARS ANNUALLY. HE ALSO HAS A WONDERFUL SENSE OF HUMOR, AND HAS SPOKEN AT EVENTS AND CONFERENCES ACROSS THE USA.

YOSEF C. RESIDES IN JERUSALEM WITH HIS WIFE AND TWO DAUGHTERS.



MOSHE PARKOFF
CFO

MOSHE WAS BORN AND RAISED IN ISRAEL.

HAVING SERVED AS CHIEF TECHNICAL OFFICER FOR THE ISRAELI STARTUP SMTH, MOSHE SUCCESSFULLY LED A TEAM OF TWENTY TECHNOLOGY INFORMATION OFFICERS BETWEEN 2003-2009, HE HELPED THE COMPANY CREATE AND DEVELOP ITS DIGITAL PUBLISHING PLATFORM. IN ADDITION, MOSHE HELPED LEAD THE COMPANY'S SALES DEPARTMENT, REACHING AND EXCEEDING ITS SALES EXPECTATIONS WITHIN 2 YEARS.

FOLLOWING THAT, IN 2009, MOSHE JOINED THE BEITAR EL GROUP AS DIRECTOR OF FINANCE AND DEVELOPMENT. MOSHE MANAGED THE GROUP'S FINANCES AND AS A RESULT OF THAT THEY ENJOYED A PERIOD OF STABLE GROWTH FOR SIXTEEN CONSECUTIVE QUARTERS.

CO-FOUNDING PARKVIEW, MOSHE SERVES AS OUR CHIEF FINANCIAL OFFICER.

MOSHE RESIDES IN BEITAR ILIT WITH HIS WIFE AND SIX CHILDREN.



SHAUL GUTTMAN
COO

SHAUL IS ORIGINALLY FROM BROOKLYN, NY AND MADE ALIYAH IN 2000.

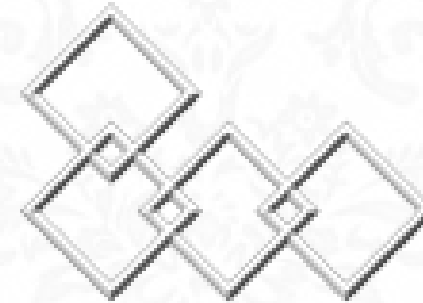
SHAUL HAS EXPERIENCE IN FINANCE AND DEVELOPMENT HAVING SERVED AS A SENIOR LOAN OFFICER IN A LEADING MORTGAGE BANK IN NY, IN THAT ROLE HE ADVISED AND ARRANGED FINANCING FOR CLIENTS ON COMPLEX REAL ESTATE TRANSACTIONS IN THE TRI-STATE AREA.

FOLLOWING THAT, SHAUL JOINED FIRST ISRAEL MORTGAGE AS THE OPERATIONS MANAGER, WHERE HE WAS RESPONSIBLE FOR THE FIRM'S INTERNAL UNDERWRITING AND ACTING AS THE COMPANY'S LIAISON BETWEEN ITS CLIENTS AND THE LENDING INSTITUTION NEGOTIATING EVERY LOAN TO BE SUITABLE FOR EACH BORROWER.

MOST RECENTLY, SHAUL SERVED AS COO OF THE SCHECHTER GROUP- A REAL ESTATE DEVELOPMENT COMPANY- WHERE HE MARKETED AND MANAGED THE COMPANY'S PROJECTS IN GIVAT ZE'EV AND ACHISAMACH-LOD (A DEVELOPMENT OF OVER 400 UNITS). AS PART OF HIS DUTIES, SHAUL MANAGED "THE BUYER'S SIDE", MEANING, HE ENSURED THAT FROM ACQUISITION OF THE APARTMENT BY THE BUYER TO THE KABLAN (CONTRACTOR) BUILDING THE APARTMENTS EVERYTHING RAN SMOOTHLY. IN ADDITION, SHAUL DIRECTED THE FINANCIAL ANALYSIS AND PROJECTIONS FOR THE PURCHASE GROUP IN ACHISAMACH-LOD AND WORKED WITH THE LEGAL TEAM ON ALL THE LEGAL AND TAX ASPECTS OF THE PROJECT.

AS COO OF PARKVIEW, SHAUL BRINGS THE SAME SKILL SETS AND IS RESPONSIBLE FOR OPERATIONS.

SHAUL RESIDES IN JERUSALEM WITH HIS WIFE AND FOUR CHILDREN.



LEGAL TEAM

PARKVIEW IS REPRESENTED BY THE LAW FIRM OF LEVY-ETTINGER, BOOTON & CO. ATTORNEYS-AT-LAW & NOTARY HEADED BY AVIAD ETTINGER.

MR. ETTINGER CO-FOUNDED THE LAW FIRM IN 2003 TOGETHER WITH ODELIA LEVY-ETTINGER. HE RECEIVED HIS LLB IN LAW FROM THE TEL AVIV UNIVERSITY IN 1994 AND HAS BEEN A MEMBER OF THE ISRAELI BAR ASSOCIATION SINCE 1995.

MAIN AREAS OF PRACTICE:

MR. ETTINGER'S EXPERTISE IS IN CIVIL LITIGATION AND REAL ESTATE. HIS SERVICES INCLUDE GIVING LEGAL ADVICE ON STRUCTURING COMPANIES, PARTNERSHIPS, ASSOCIATIONS AND PURCHASES IN THE REAL ESTATE FIELD AND ACCOMPANYING CONSTRUCTION PROJECTS FROM LAND PURCHASE TO THE SALE OF APARTMENTS TO BUYERS. HE ALSO SPECIALIZES IN NON-PROFITS AND REGULARLY LECTURES ON THE TOPIC.









RAMAT BEIT SHEMESH ALEPH - VIEW FROM THE PROJECT

BEIT SHEMESH - ISRAEL

BEIT SHEMESH HAS A LONG HISTORY, SPANNING ON BACK TO BIBLICAL TIMES. BEIT SHEMESH IS MENTIONED NUMEROUS TIMES IN NACH (SEE יהושע פרק ט"ו AND (שמואל א' פרק ו').

SITUATED IN THE JUDEAN HILLS, BEIT SHEMESH IS CENTRALLY LOCATED AND IS IN CLOSE PROXIMITY TO BOTH JERUSALEM AND TEL AVIV. BEIT SHEMESH IS AN ESTABLISHED CITY WITH A POPULATION OF APPROXIMATELY 100,000 RESIDENTS WITH SCHOOLS, YESHIVAS, BEIS YA'AKOVS, SHULS AND COMMUNITY CENTERS SERVING ITS WIDE RANGE OF RESIDENTS.

RAMAT BEIT SHEMESH (RBS), IN PARTICULAR, HAS ENJOYED EXPLOSIVE GROWTH OVER THE PAST 10 YEARS MAKING RBS A HOME TO NEW OLIM AND THE "ANGLO"-ENGLISH-SPEAKING CROWD. WITH THE NEARING COMPLETION OF CLOSE TO 2,000 UNITS IN RAMA GIMMEL (A NEIGHBORHOOD OF APPROXIMATELY 4,000 UNITS) OVER THE NEXT FOUR MONTHS (SEPTEMBER 2013), RAMA GIMMEL IS ALREADY A QUALITY DESTINATION. WITH A DIVERSE, YET SIMILAR MINDSET OF BUYERS FROM THE U.S., ENGLAND AND SOUTH AFRICA, RAMA GIMMEL WILL BOAST A WARM AND WELCOME ENVIRONMENT FOR ITS RESIDENTS.

AFTER CAREFUL RESEARCH AND WITH KNOWLEDGE OF THE MARKET, PARKVIEW HAS MADE A STRATEGIC DECISION TO INVEST IN RAMA GIMMEL, BELIEVING THAT THERE ARE MANY INVESTMENT OPPORTUNITIES AVAILABLE TO THE DISCERNING INVESTOR. WITH THAT UNDERSTANDING, PARKVIEW HAS ALREADY PURCHASED AND INVESTED SIGNIFICANT SUMS IN RESIDENTIAL APARTMENTS. YET, PARKVIEW BELIEVES THAT THE VILLA NEIGHBORHOOD OF **בנה ביתך** IN RAMA GIMMEL CALLED "HASHACHAR" PROVIDES AN EXCITING OPPORTUNITY WITH A BIG UPSIDE IN VALUE.

WITH THAT VISION, PARKVIEW IS DEVELOPING THE "PARKVIEW COMMUNITY" OF HIGH-END LUXURY HOMES BUILT ON SPACIOUS LOTS IN HASHACHAR.



RAMAT BEIT SHEMESH ALEPH - VIEW FROM THE PROJECT

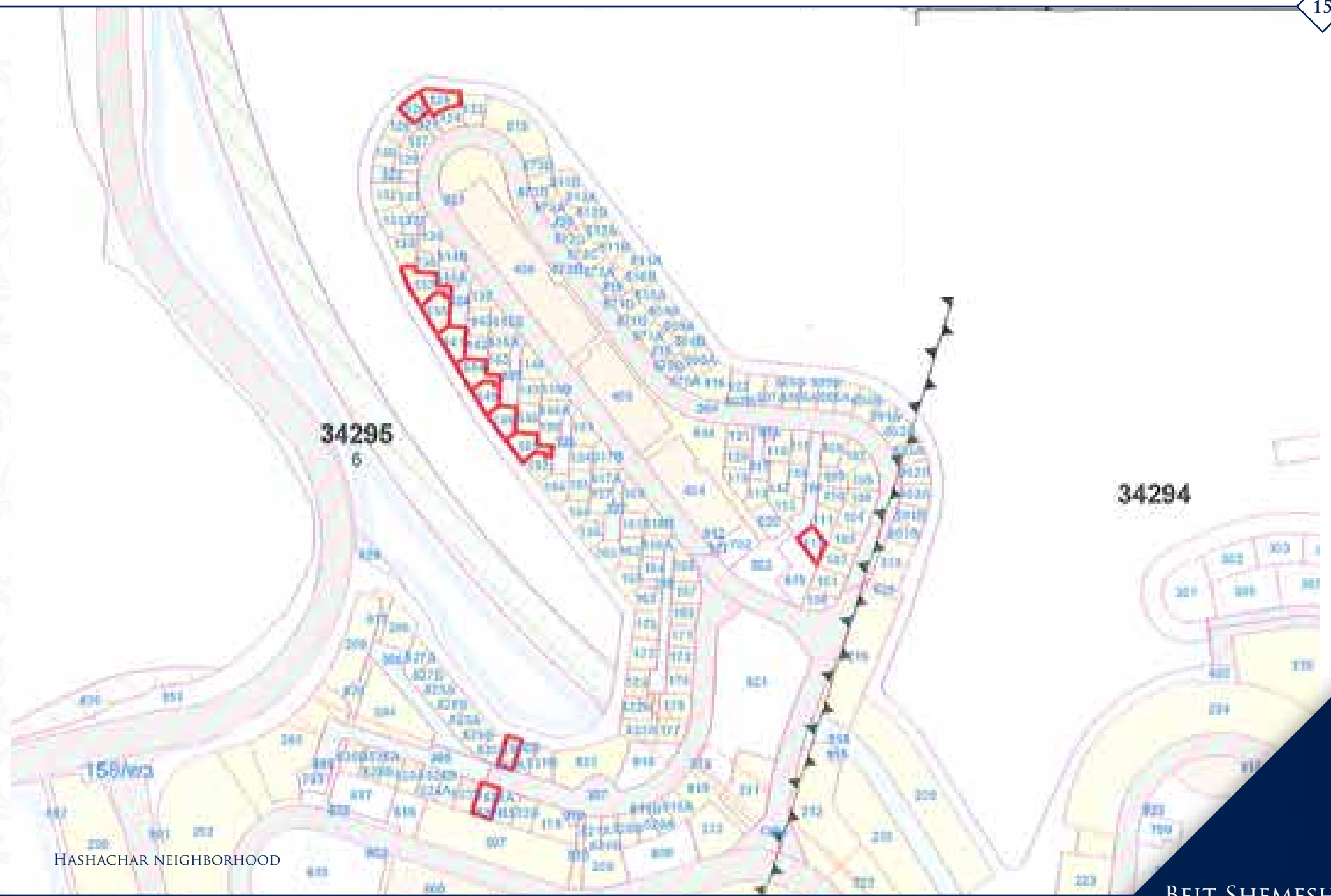
THE NEIGHBORHOOD

THE SHACHAR NEIGHBORHOOD IS PLANNED IN A HORSESHOE SHAPE WRAPPING AROUND THE KOENIG RESIDENTIAL DEVELOPMENT AND OFFERING UNPARALLELED VIEWS OF BEIT SHEMESH'S LUSH GREEN HILLS.

THE NEIGHBORHOOD IS MADE UP 157 UNITS INCLUDING BOTH SINGLE FAMILY DETACHED AND ATTACHED HOMES ON LOT SIZES RANGING FROM 300-500 SQUARE METERS AND HOUSE SIZES OF APPROXIMATELY 300-350 SQM.

PARKVIEW CAREFULLY CHOSE EACH LOT THAT IT PURCHASED IN ORDER TO ENSURE THAT THE HOUSE WE BUILD RECEIVES THE MAXIMUM LIGHT AND VIEWS. THE PARKVIEW TEAM WORKS WITH A TEAM OF ENGINEERS AND ARCHITECTS TO DESIGN A HOUSE THAT WILL BE IN LINE WITH TOP QUALITY LUXURIOUS AMENITIES THAT OUR BUYERS EXPECT.

WE FIRMLY BELIEVE THAT ANYONE CAN BUILD A HOUSE BUT PARKVIEW CAN BUILD A HOME.



HASHACHAR NEIGHBORHOOD

BEIT SHEMESH



THE HOME

AT PARKVIEW, WE ARE EXCITED TO INTRODUCE OUR PREMIUM ECO-FRIENDLY HOME BUILDING. IT SAVES ON BUILDING COSTS AND CONSTRUCTION TIME OFFERING BOTH HIGH-END FINISHING AND AN ENERGY-EFFICIENT HOUSE THAT IS STURDIER AND MORE DURABLE THAN CONVENTIONAL BUILDING.

EACH HOUSE IS SITUATED ON A 400-500 SQM LOT PROVIDING PRIVACY WITH A SUBURBAN FEEL.

PARKVIEW HOMES INCLUDE

- 60X60 CERAMIC-PORCELAIN FLOOR FOR LIVING ROOM, KITCHEN AND MASTER-BEDROOM.
- HIGH-END KITCHEN WITH GRANITE COUNTERTOPS, STAINLESS STEEL SINKS, AND WOOD CABINETS.
- HVACs
- UNDER-FLOOR HEATING
- DUD SHEMESH
- BATHROOMS WITH HANGING TOILETS, LEED LIGHT, AND HIGH-END VANITIES.
- ALARM SYSTEM WITH INCLUDED INTERCOM/VIDEO FEED FOR FRONT DOOR.
- ELECTRONICALLY CONTROLLED SHUTTERS ("TRISIM")
- SECURITY DOORS ON OUTSIDE DOORS ("PLADELET")
- HIGH-END INNER DOORS MADE FROM "FLEXBOARD"
- LANDSCAPED ENTRANCE AND GARDEN WITH OPTION TO PUT IN FLOORING.



THE PROCESS

THE PARKVIEW TEAM HAS EXTENSIVE KNOWLEDGE IN THE ACQUISITION, BUILDING, AND MARKETING PROCESS OF REAL ESTATE IN ISRAEL. UTILIZING THIS KNOWLEDGE WE STRUCTURE OUR DEALS AND SELECT OUR PROJECTS TO MINIMIZE RISK WHILE MAXIMIZING PROFITS. WE HAVE CONDUCTED CONSIDERABLE DUE DILIGENCE IN RAMAT BEIT SHEMESH IN PARTICULAR.

ACQUISITION – BUYING LAND IN ISRAEL REQUIRES KNOWLEDGE OF ZONING LAWS AND RESTRICTIONS, SUCH AS POTENTIAL ARCHEOLOGICAL (KNOWN AS עתיקות) OR GEOLOGICAL ISSUES THAT MAY ARISE.

- ARCHEOLOGICAL ISSUES - SINCE ISRAEL HAS BEEN INHABITED FOR THOUSANDS OF YEARS, THERE ARE VARIOUS SITES THROUGHOUT THE COUNTRY THAT CONTAIN ARCHEOLOGICAL ARTIFACTS AND EVEN ANCIENT HOMES UNDERNEATH THE GROUND. DUE TO THE NEED TO PRESERVE THESE SITES AND ARTIFACTS, THE ISRAEL ANTIQUITIES AUTHORITY RESERVE THE RIGHT TO SUSPEND A PROJECT IF DIGGING REVEALS ANTIQUITIES, UNTIL THE ARTIFACTS ARE PROPERLY PRESERVED. THIS COSTS TIME AND MONEY FOR THE DEVELOPER WHICH COULD POTENTIALLY PUT THE ENTIRE PROJECT AT RISK. AT PARKVIEW, WE CONSULT WITH THE ANTIQUITIES AUTHORITY BEFORE ACQUISITION TO DETERMINE WHICH SITES ARE "AT RISK" AND CONDITION OUR ACQUISITION IN ORDER TO ENSURE THAT THE LAND IS DEVELOPABLE. ON OCCASION WE HAVE DONE PRELIMINARY DIGGING, PRIOR TO ACQUISITION, TO ENSURE THAT NO ARTIFACTS WILL BE FOUND SUBSEQUENTLY.

- GEOLOGICAL ISSUES – ALTHOUGH, THE LOTS THAT WE PURCHASE ALREADY HAVE ZONING IN PLACE, THE MASTER-PLAN (OR תב"ע) MAY CONTAIN ACTUAL BUILDING RESTRICTIONS DUE TO GEOLOGICAL PROBLEMS. WE IDENTIFY THOSE PROBLEM AREAS BEFORE ACQUISITION, AND AFTER CONSULTING WITH THE MUNICIPALITY AND ITS CHIEF ENGINEER, DECIDE WHETHER TO EXECUTE THE PURCHASE. IN FACT, WE HAVE PASSED ON "EXCELLENT" LOTS BECAUSE OF THE PROBLEM.

DEVELOPING AND SELLING PROJECTS ARE SUBJECT TO NUMEROUS TAX ISSUES, THAT IF NOT TAKEN INTO ACCOUNT AFFECT THE PROFITABILITY OF THE PROJECT.

- VAT (VALUE ADDED TAX OR מע"מ) – VAT IS APPLIED TO MOST GOODS AND SERVICES IN ISRAEL AND IS CURRENTLY 18% OF THE SALE PRICE WHICH CAN EASILY TURN A PROFITABLE VENTURE INTO A LOSS. PARKVIEW IS OFFERING A STRUCTURE (AS DESCRIBED IN THE "DEAL STRUCTURE" SECTION) THAT MINIMIZES THE VAT.

IN CONSULTATION WITH OUR ACCOUNTANTS WHO ARE KNOWLEDGEABLE IN US AND ISRAELI TAX LAW, WE STRUCTURE OUR DEALS IN A WAY THAT COMPLY WITH RELEVANT LAWS YET MINIMIZE THE TAX BURDEN. THE ACCOUNTANT TEAM WE CONSULT WITH INCLUDE – ROYALE SCHONBRUN FOUNDING PARTNER OF ROYALE SCHONBRUN AND CO, AND OFER TAL (ATTORNEY AND CPA) WHO SPECIALIZES IN REAL ESTATE TAX LAW.

OUR DUE DILIGENCE INCLUDES IDENTIFYING RISKS ASSOCIATED WITH ACQUISITION AND STRUCTURING THE PURCHASE ACCORDINGLY.

BUILDING - THE BUILDING PROCESS STARTS AT THE DESIGN PHASE AND CONTINUES UNTIL THE FINAL CERTIFICATE OF OCCUPANCY (KNOWN AS 4 0910) FOR THE BUILDING IS RECEIVED.

- DESIGN STAGE - AT PARKVIEW WE WORK CLOSELY WITH OUR TEAM OF ARCHITECTS WHO ARE KNOWLEDGEABLE IN THE SPECIFIC MARKET WE ARE BUILDING TO UNIQUELY DESIGN AND PLAN EACH HOME WITH THE END-BUYER IN MIND.
- PERMITS – OUR TEAM OF ARCHITECTS AND ENGINEERS HAVE THE EXPERTISE AND WORKING RELATIONSHIP WITH THE MUNICIPALITY THAT ENSURES A SMOOTH PROCESS THROUGH THE "ISRAELI BUREAUCRACY".
- CONSTRUCTION – AT PARKVIEW, WE TAKE PRIDE IN BUILDING A QUALITY HOME AND DEMAND THE SAME FROM OUR CONTRACTORS ("קבלנים"). WE ONLY ACCEPT BIDS FROM CONTRACTORS WITH PROVEN TRACK-RECORDS.

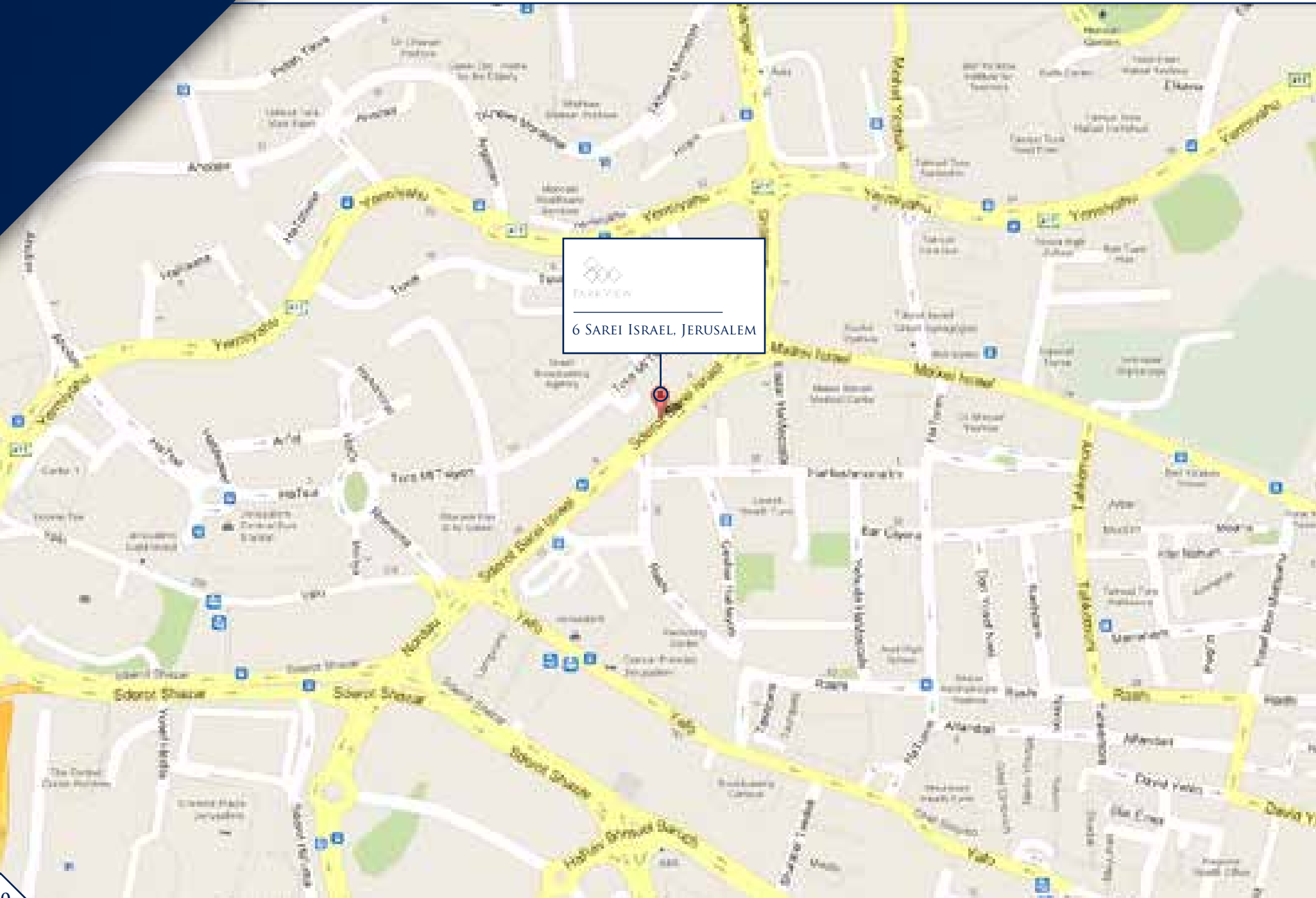
IN ADDITION, WE EMPLOY OUR OWN SITE-MANAGER/SUPERVISOR RESPONSIBLE FOR OVERSEEING THE CONSTRUCTION, ENSURING BOTH THE QUALITY OF WORK AND IN COMPLIANCE WITH PERMITS.

MARKETING - AT PARKVIEW, WE UNDERSTAND THAT SELLING HOMES REQUIRES SKILL AND UNDERSTANDING. PARKVIEW HAS POSITIONED ITSELF THROUGH CONSISTENT CORPORATE BRANDING TO BRING OURSELVES TO THE DOORSTEP OF POTENTIAL CLIENTS.

SUCCESSFUL MARKETING REQUIRES:

- IDENTIFYING THE POTENTIAL BUYERS AND THEIR EXPECTATIONS. AT PARKVIEW, WE DO EXTENSIVE RESEARCH ON EACH PROJECT THAT WE ENTER INTO, AND DESIGN AND BUILD THE HOME THAT APPEALS TO THE CLIENTELE BUYING IN THAT SPECIFIC MARKET. THE PARKVIEW TEAM HAS PROVEN RESULTS IN ORGANIZING A LARGE PURCHASE GROUP OF 91 BUYERS IN A SHORT TIME FRAME OF 2 MONTHS.
- RUNNING A SUCCESSFUL MARKETING CAMPAIGN. HAVING AN EXTENSIVE NETWORK OF MEDIA RELATIONS, WE WORK CLOSELY WITH PR CONSULTANTS IN DEVELOPING A MARKETING PLATFORM. WE UTILIZE ALL MEDIA APPLICATIONS AVAILABLE, WHILE TAILORING THEM TO THE SPECIFIC PROJECT.
- CONSIDERABLE CONTACTS WITH LOCAL REAL ESTATE AGENTS AND OFFICES IN RBS. WE WORK CLOSELY WITH TOP SALES AGENTS IN RAMAT BEIT SHEMESH TO ENSURE THAT OUR PROJECT REACHES THE WIDEST AUDIENCE OF BUYERS IN THE MARKET.





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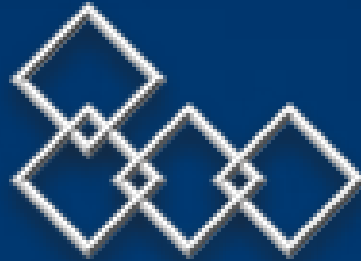
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