

OPERATING, EXECUTION, AND CAPITAL BACKGROUND

ARIA SEIF GROUP

PRINCIPAL OVERVIEW

Aria Seif is a real-asset operator who has been actively acquiring, developing, repositioning, and monetizing residential real estate since 2014, operating primarily as an owner-builder with personal and partner capital at risk.

From 2014 through 2022, Aria Seif focused almost exclusively on internal projects, assuming full responsibility for:

Asset acquisition and underwriting

Construction execution

Budget and cash-flow control

Financing and refinancing

Regulatory approvals and inspections

Risk management across construction, financing, and market exposure

Exit strategy, disposition, and monetization

During this period, capital deployment decisions were made with direct personal exposure to downside risk, creating a discipline rooted in capital preservation rather than speculative upside.

In 2023, after establishing a consistent and repeatable owner-builder track record, Aria Seif made a deliberate strategic decision to accept third-party construction and development work, while continuing owner-builder investments in parallel. This expansion significantly increased operational complexity, execution velocity, and capital coordination requirements — without compromising discipline or control.

OWNER-BUILDER PHASE (2014–2022)

During the owner-builder phase, Aria Seif:

Acquired properties below intrinsic and replacement value

Created value through forced appreciation, not market timing

Utilized leverage conservatively and strategically

Bore full financial, regulatory, and execution risk personally

Developed deep understanding of cost-to-value dynamics

Learned capital discipline through direct exposure rather than delegation

This phase established the foundational operating framework that governs all subsequent capital decisions.

EXPANSION TO EXTERNAL PROJECTS (2023–PRESENT)

Beginning in 2023, Aria Seif expanded operations to include outside construction and development projects, while continuing owner-builder investments.

This transition required:

Concurrent management of numerous job sites

Coordination with cities, inspectors, engineers, utilities, lenders, and third-party stakeholders

Budget discipline across overlapping timelines

Capital pacing under increased throughput

Quality control and margin protection at scale

Rather than reducing execution quality, this expansion accelerated output while maintaining control.

EXECUTION VELOCITY AS A STRUCTURAL ADVANTAGE

In one calendar year (2025), Aria Seif executed over 22 residential projects across multiple jurisdictions and asset types.

This level of execution typically requires 7–10 years for an average residential contractor.

This velocity demonstrates:

Mature systems and repeatable processes

Capital and schedule discipline

Ability to scale execution without degradation

Comfort operating under sustained operational and financial pressure

This is not anecdotal performance — it is measurable operational output.

LICENSED OPERATING PLATFORM AMERICAN ALLIANCE CONSTRUCTION

American Alliance Construction serves as the licensed execution platform supporting both owner-builder investments and third-party engagements.

Owner: Aria Seif

California Contractor License: #1112370

Status: Fully licensed, bonded, and insured, including workers' compensation
The platform executes:

Major remodels

Ground-up construction

Additions and structural expansions

Full cosmetic and luxury renovations

The company exists to execute capital plans, not to pursue volume for its own sake.

2024 PROJECT EXECUTION PORTFOLIO

9629 Alene Dr, Tujunga, CA (2024)

23774 Via Irana, Santa Clarita, CA (2024)

9633 Alene Dr, Tujunga, CA (2024)

9742 Farralone Ave, Chatsworth, CA (2024)

5032 Amestoy Ave, Encino, CA (2024)

21907 Stanwell St, Chatsworth, CA (2024)

1231 W 51st St, Los Angeles, CA (2024)

229 N Kern Ave, Los Angeles, CA (2024)

10120 Roscoe Blvd, Sun Valley, CA — 1,600 sq ft ADU (2024)

5030 Amestoy Ave, Encino, CA (2024)

10332 Langmuir Ave, Sunland, CA (2024)

848 Patterson Ave, Glendale, CA (2024)

26322 Misty Glen, Lake Forest, CA (2024)

2025 PROJECT EXECUTION PORTFOLIO

19434 Blackhawk St, Northridge, CA (2025)

4856 Excelente Dr, Woodland Hills, CA 91364 (2025)

1368 Crownview, Corona, CA 92882 (2025)

21905 Stanwell St, Chatsworth, CA (2025)

5140 Genesta Ave, Encino, CA (2025)

1955 San Remo Dr, Laguna Beach, CA (2025)

19217 Cliveden Ave, Carson, CA (2025)

1027 N Lamer St, Burbank, CA (2025)

6320 Pat Ave, West Hills, CA (2025)

24045 Philipprimm St, Woodland Hills, CA 91367 (2025)

10 Coolwater Rd, Bell Canyon, CA 91307 (2025)

23417 Maestro Pl, Canoga Park, CA 91304 (2025)

10519 Louisiana Ave, Los Angeles, CA 90025 (2025)

1991 Suntree Ln #B, Simi Valley, CA 93063 (2025)

202 Bishop, Irvine, CA 92620 (2025)

19434 Blackhawk St, Northridge, CA 91326 (2025)

646 N Naomi St, Burbank, CA 91505 (2025)

4856 Excelente Dr, Woodland Hills, CA 91364 (2025)

6735 Ventura Canyon Ave, Van Nuys, CA 91401 (2025)

10120 Roscoe Blvd, Sun Valley, CA (2025)

4271 Towhee Dr, Calabasas, CA (2025)

17725 Revello Dr, Pacific Palisades, CA (2025)

RECENT ACHIEVEMENTS REALIZED SALES, REFINANCING, AND VALUE CREATION OUTCOMES

PARTNERED PROJECT – 6320 Pat Ave, West Hills, CA (2025)

Purchased: \$960,000 (2020)

Sold: \$1,900,000 (2025)

PARTNERED PROJECT – 1027 N Lamer St, Burbank, CA

Purchased: \$1,340,000 (September 2023)

Sold: \$2,500,000 (2025)

PARTNERED PROJECT – 1177 Temple Hills Dr, Laguna Beach, CA

Purchased: \$3,250,000 (2022)

SB9 Lot Split: Completed

Second Parcel Listed: \$3,450,000

One Parcel Retained

Both Parcels: Full ocean view

PARTNERED PROJECT – 24045 Philipprimm St, Woodland Hills, CA 91367

Purchased: \$1,100,000 (November 2018)

Sold: \$2,600,000 (2025)

PARTNERED PROJECT – 10 Coolwater Rd, Bell Canyon, CA 91307

Purchased: \$1,200,000 (2022)

Sold: \$3,000,000 (2025)

PARTNERED PROJECT – 5140 Genesta Ave, Encino, CA (2025)

Purchased: \$2,500,000

Refinanced: \$5,300,000 (post-construction, 2025)

OWN PORTFOLIO PROJECT – 1955 San Remo Dr, Laguna Beach, CA

Purchased: \$1,800,000 (2021)

Current Status: Under construction

Projected Sale: \$6,000,000

Property Profile: Full ocean view

PARTNERED PROJECT – 1969 San Remo Dr, Laguna Beach, CA

Purchased: \$2,700,000 (December 2025)

Strategy: Addition similar to 1955 San Remo

Status: **Plans submitted to the city**, Property Profile: Full ocean view

SUPPLY-CHAIN & MATERIAL CONTROL ADVANTAGE (IMPORTER POSITION)

Aria Seif is one of the direct importers of:

Aluminum windows

Aluminum doors

Sliding door systems

Pivot doors

Flooring products

This importer position creates a material strategic advantage by:

Cutting material costs through elimination of intermediaries

Reducing exposure to domestic supply-chain disruptions

Improving project margin consistency

Allowing direct control over specifications, finishes, and performance standards

Ensuring consistent quality across luxury and high-complexity projects

Unlike operators who rely on retail or distributor pricing, this structure allows cost certainty and quality control at scale, which directly impacts capital efficiency and downside protection.

REAL ESTATE COMPANY ADVANTAGE – LUXURY & OFF-MARKET EXECUTIO

Through ownership of a luxury-focused real estate company, Aria Seif has:

Direct access to under-market properties

Consistent access to off-market opportunities

Ability to identify distressed or mispriced assets early

Knowledge of zoning, development potential, and buyer demand before acquisition

This allows entry below intrinsic value and materially reduces downside risk.

On disposition:

Listing-side agent fees are saved or significantly reduced

Pricing strategy is internally controlled

Marketing timing is optimized

DESIGN, CONSTRUCTION, AND TOP-DOLLAR POSITIONING ADVANTAGE

Deep knowledge of:

What to build and How to build

Where to invest capital with comparables.

What luxury buyers pay premiums for allows properties to be positioned for top-of-market pricing, not average

WHOLESALE FURNITURE & STAGING COMPANY ADVANTAGE

Ownership of a wholesale furniture and staging company provides:

Approximately 30% savings on staging costs

Faster staging turnaround

Design consistency

Improved buyer presentation

AMERICAN DIRECT LENDER – LENDING & FINANCING ADVANTAGE

Through American Direct Lender, the group benefits from:

Loan structuring support

Reduced lender fees

Faster underwriting timelines

Improved financing coordination

This lowers cost of capital and reduces execution friction.

WHY THIS MATTERS TO CAPITAL PARTNERS

This vertically integrated structure enables:

Lower entry cost

Better execution control

Reduced transaction friction

Faster value creation

Improved risk-adjusted outcomes

This is a structural advantage, not market luck.

CAPITAL STRATEGY TRANSLATION

The same discipline applied to:

Construction budgets

Capital exposure

Regulatory risk

Leverage management

is applied to portfolio construction, drawdown control, and capital deployment.

CLOSING PERSPECTIVE

Aria Seif is an operator first, who learned capital discipline by risking his own capital long before seeking outside capital.

This background materially reduces execution risk and aligns directly with institutional capital priorities.