

CEDARTM FUNDS

HOTEL AND REAL ESTATE DEVELOPMENT & INVESTMENT



Dear Friends,

After many months of laying the groundwork, it is with great excitement that I announce the launch of Cedar Funds.

Founded in New York City in July 2013, Cedar Funds is set to develop, own and operate a distinctive class of progressive and hip boutique hotels. Our innovative concept targets a large segment of the market that is comprised of savvy Generation X and millennial professionals. This group of creative, ambitious and informed clientele has high expectations for exceptional design, intuitive technology and quality products & services. These expectations remain mostly unanswered by the lodging industry.

New York City's dynamic real estate market and exceptional socio-demographic profile make it an ideal birthplace for the development of our first hotel, and we look forward to expanding our presence in the coming years to other great cosmopolitan cities such as San Francisco, London, Paris, Dubai, Shanghai, and many more.

Stay tuned for the announcement of our first 125-room hotel in Manhattan. To learn more about our investment strategy, team and board of advisors, I invite you to scroll down or visit cedarfunds.com. For the latest updates, please join one of our social media platforms shown below.

Sincerely,

Rani Gharbie

Managing Director, Founder

T: +1.646.464.2669 USA | T: +971.50.875.3675 UAE

F: +1.212.596.7143 USA | E: rani@cedarfunds.com

INVESTMENT STRATEGY

Cedar Funds' immediate **investment strategy** is to unlock exceptional risk-adjusted returns through the ground-up development of a 125-room hotel in Manhattan. Cedar Funds has an uncompromising commitment to align its interest with our equity partners by investing in each project, including the development of this first hotel. We pride ourselves on extensive due diligence processes, and on our highly qualified network of advisors, architects, designers, and brokers who allow us to source exceptional off-market deals and design functionally optimal and avant-guard properties.



OUR TEAM

Our New York City based entrepreneurial, talented and dynamic **team** is nimble, able to review and execute transactions decisively. The team has over 30 years of combined expertise in hotel and real estate transactions, development, design, construction, asset management, and operations across three continents, with strong ties to markets in North America, Middle East and Asia.

OUR BOARD OF ADVISORS

I'm grateful for Cedar Funds exceptional **Board of Advisors** who provide world-class guidance and support as we establish the firm and continue to expand. Whether from private equity, real estate development, investment, or advisory services, each board member is a senior industry expert, bringing an outstanding set of local and global industry depth and a vast network, complementing the expertise of our team.

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