

An aerial, high-angle view of a suburban neighborhood. A wide, light-colored road runs diagonally from the bottom center towards the top right. On either side of the road are green lawns and several single-story houses with grey roofs. The houses are spaced out, with trees and shrubs interspersed between them. In the background, a dense line of trees separates the neighborhood from a hazy, mountainous landscape under a bright sky.

# KEYHOLE CONNECT

## Park Owner Program Guide

*Your Capital. Your Growth. Your Community.*

# A New Way to Grow Your Community

As a manufactured housing community owner, your growth is limited by one thing: capital. Vacant lots produce no income. Residents who can't find financing leave for a competitor. Homes that need to be placed sit idle. Keyhole Connect was built to solve all of this — by giving you a revolving line of credit specifically designed around how manufactured housing communities grow.

The concept is straightforward: Keyhole Connect provides your park with a credit facility. You draw from that line to either bring homes into your community or finance a home purchase for a qualified resident. As homes get placed and residents move in, your line replenishes — and you grow.

## One Important Distinction:

Keyhole Connect lends to you — the park — not to your residents. If a resident needs financing to purchase a home in your community, you are the lender. Keyhole Connect provides the capital and the framework, and requires that you follow the pricing outlined under Phase 3 — The Stabilized Phase when lending to residents. You own the relationship with your resident at every stage.

# The Application Process

Getting approved for a Keyhole Connect line of credit involves two layers of review: an initial assessment by Keyhole Connect, followed by a final underwriting decision made by our insurance company. It is the insurance company — not Keyhole Connect — that determines your approved credit amount and issues the credit insurance policy that protects the facility. Here's what to expect at each stage:

<p>01</p> <hr/> <h2>Initial Inquiry and Introduction</h2> <p>Contact Keyhole Connect to begin the conversation. We'll walk you through the program, answer your questions, and determine whether your community is a strong fit for the facility.</p>	<p>02</p> <hr/> <h2>Application Submission</h2> <p>You'll complete a park-level credit application providing key financial and operational information about your community — ownership structure, occupancy, lot count, revenue, and any existing debt obligations on the property.</p>	<p>03</p> <hr/> <h2>Initial Review by Keyhole Connect</h2> <p>Once your application is complete, Keyhole Connect conducts a preliminary review to confirm the application is in order and your community meets the program's baseline criteria. Once that review is complete, we forward the full application package to our insurance company for final underwriting.</p>
<p>04</p> <hr/> <h2>Final Underwriting and Credit Determination</h2> <p>Our insurance company performs the full underwriting review of your park — evaluating your financial profile, existing obligations, park valuation, and overall creditworthiness. It is the insurance company that makes the final approval decision and determines the amount of your line of credit. Because the insurance company will also be issuing the credit insurance policy on your park, their underwriting standards govern both the credit approval and the policy terms.</p>	<p>05</p> <hr/> <h2>Credit Insurance Issuance</h2> <p>Upon approval, the insurance company issues a credit insurance policy on your park covering up to 90% of the approved line amount in the event of a park-level default. This policy is paid for entirely by Keyhole Connect — it is not a cost passed on to you.</p>	<p>06</p> <hr/> <h2>Agreement Executed — You're Ready to Draw</h2> <p>Once approval is confirmed and the credit insurance policy is in place, you'll receive your facility terms and Park Agreement for execution. When signed, your line of credit is active and you can begin drawing funds for in-fill placements or resident financing immediately, subject to program guidelines.</p>
<p>07</p> <hr/> <h2>Annual Renewal Review</h2> <p>Your line of credit is subject to an annual renewal. As your park's financial position evolves over time, both Keyhole Connect and the insurance company reassess the facility to ensure your credit capacity reflects your current standing. The \$2,500 application fee applies at each annual renewal.</p>		

# Park Fees & Ways to Use Your Line of Credit

Keyhole Connect charges two fees under the program — one tied to establishing and maintaining your line of credit, and one tied to each asset you finance through it.

## APPLICATION FEE

**\$2,500**

Charged at the time of your initial line of credit approval. If your application is denied for any reason, no fee is charged. As your park's financial status changes over time, the line must be renewed and reviewed on an annual basis — the \$2,500 fee applies at each annual renewal.

## OVERSIGHT FEE

**\$500 *per asset***

Charged each time you draw from your line to fund a home placement or resident loan. This fee covers Keyhole Connect's ongoing review and monitoring of that individual asset throughout its life in the program.

### Use #1

#### In-Fill: Filling Vacant Lots

If you have empty lots, you have dead inventory. Every day a lot sits vacant is a day you're not collecting lot rent — which means your cap rate and overall valuation are lower than they should be. The in-fill program gives you the capital to purchase new or pre-owned manufactured homes and place them on those lots.

*Here's how it works:*

- You draw from your Keyhole Connect line to purchase homes at the price you negotiate with the seller. All purchase orders, agreements, and invoices must be presented to Keyhole Connect.
- You place those homes on your vacant lots, prepare them for occupancy, and begin marketing them to prospective residents.
- Once a home is sold or rented, that lot is generating monthly lot rent again — and your line begins to replenish.

Speed matters here. Every day a home sits empty on an in-filled lot is a day you're carrying the cost of capital without collecting the income. Your job is to qualify incoming residents and get units occupied as quickly as possible.

The payoff is real: higher occupancy improves your cap rate, strengthens your monthly cash flow, and increases the appraised value of your community — making it more attractive to lenders if you ever want to refinance or sell.

### Use #2

#### Resident Purchase Financing

Sometimes an existing or incoming resident wants to buy a home in your community — a home you own, or one being sold by another resident — but traditional financing isn't available to them. Rather than losing that resident to a competitor or watching the deal fall apart, you lend them the money directly, using your Keyhole Connect line of credit.

- The loan must be underwritten and originated by a third-party vendor following state and federal guidelines.
- The pricing and terms of the loan must follow Keyhole Connect's Phase 3 — The Stabilized Phase pricing.
- You become the lender of record, and you and Keyhole Connect become the lienholders on the title from the DMV. The resident makes payments to you or your designated third-party loan servicer.
- You or your loan servicer pay the full amount of the borrower's payment to Keyhole Connect. They receive the full amount of the monthly payment, while you receive the full amount of the lot rent.
- Keyhole Connect does not interact with your resident at any stage. You own the relationship.

This keeps your community occupied and stable — and it keeps the revenue in-house rather than walking out the door to a competitor who can offer financing.

# How the Pricing Works

Your line of credit is priced across three phases — a setup phase, an escalation phase, and a long-term stabilized phase. The structure is designed to give you breathing room upfront, create urgency to get homes occupied, and then settle into a predictable long-term rate once a home is performing.



## Phase 1 The Placement Phase

### Days 1–60

When you draw from your line and bring a home into the community, you enter the Placement Phase. During the first 60 days, Keyhole Connect charges you our cost of capital plus 1%.

**Example:** If Keyhole Connect's cost of capital is 9%, your rate during Phase 1 is 10%.

This reduced rate gives you time to set up the unit, prepare it for occupancy, and begin marketing without being penalized for the setup period.



## Phase 2 The Escalation Phase

### Days 61–90

If a home isn't sold or rented by Day 60, the rate increases to cost of capital plus 2% — in our example, 11%. This escalation is intentional. It creates urgency. The longer a home sits without generating income, the more it costs you — and that's by design.

If a unit isn't moving as a sale, parks typically shift to renting — which is faster and easier. Renting a home to a reliable resident gives you an immediate income stream, and if that resident proves to be a responsible payer, you have two strong options: renew them for another year or transition them into a Lease-to-Own program.

Once a home is occupied — whether sold or rented — it exits the Escalation Phase and moves into Phase 3.



## Phase 3 The Stabilized Phase

### Ongoing

Once a home is occupied, it moves into the Stabilized Phase. From this point forward:

- You charge the resident the terms and interest rate based on the guidelines set in your agreement with Keyhole Connect.
- On a monthly basis, you or your loan servicer collects payments from the resident and transfers them to Keyhole Connect.
- As long as the resident is paying, you make no out-of-pocket payments to Keyhole Connect.

The standard ongoing rate you pay to Keyhole Connect — once a home is installed and stabilized — is cost of capital plus 2%. The Phase 1 rate of cost plus 1% is a temporary benefit designed to help you get units ready. It is not the permanent rate.

# How the Payments Flow: A Real Example

Here's what the numbers look like on a single home, from placement through stabilization.

Item	Detail
Home value	\$30,000
Park's permanent rate to Keyhole Connect	Cost of capital + 2%
Park's monthly obligation to Keyhole Connect	\$413/month
Resident's interest rate	Per Phase 3 — The Stabilized Phase guidelines
Resident's monthly payment to you or loan servicer	\$484/month
Park's net out-of-pocket while resident is paying	<b>\$0</b>

## The Model

While your resident is making payments, the park is cash-flow neutral on the loan itself — and you're collecting monthly lot rent on top of that. The lot rent is your return on every home you place. That's the model.

The payment flow is designed so that as long as your resident is performing, the park carries no out-of-pocket burden on the loan — while lot rent continues to accumulate as your direct return.

# What Happens If a Resident Defaults

If a resident stops paying, you become responsible for continuing payments to Keyhole Connect. During the recovery period — while you're working through eviction, refurbishing the home, and finding a new resident — your rate drops back down to the Phase 2 Escalation Phase rate (cost of capital plus 2%). You are also responsible for all costs incurred during this period, including legal fees, eviction costs, broker fees, and any home improvements necessary to return the unit to rentable or sellable condition.

## During the Recovery Period

Rate drops to Phase 2 Escalation Phase rate (cost of capital plus 2%). You are responsible for all costs incurred, including legal fees, eviction costs, broker fees, and any home improvements necessary to return the unit to rentable or sellable condition.

## Once Re-Occupied

Once the home is re-occupied and a new resident is paying, the loan transitions back into Phase 3 — The Stabilized Phase at the applicable rate, and the payment flow returns to normal.

## A Clear Path Forward

You have a clear, defined path to recovering and redeploying the asset without the program working against you during a difficult period.

# Resident Loan Structure and Exit Strategy

Resident loans under the Keyhole Connect program are structured specifically to keep payments affordable for the resident while creating a defined refinance checkpoint for Keyhole Connect to recycle capital.

Loan Parameter	Detail
Loan size	\$25,000 – \$100,000
Amortization schedule	15-year
Contractual maturity	5-year balloon payment

The 15-year amortization keeps the resident's monthly payment manageable, which supports consistent on-time performance. The 5-year balloon creates a defined event — a moment where the loan gets refinanced or sold — so capital turns over and gets redeployed.

In practice, most resident loans will be retired well before the 5-year balloon through a bundling and sale event — typically at the 3-to-4-year mark. The balloon is a safeguard, not the expected outcome.

If a loan does reach the 5-year maturity without being refinanced or sold, the remaining balance and balloon payment are rolled into a new 15-year amortization schedule with a fresh 5-year balloon. The resident stays in their home, your occupancy is preserved, and the process continues until the loan is retired through a sale event or full payoff.

## The Exit Plan: FHA Bundle and Sale

Keyhole Connect's primary exit strategy is to hold performing resident loans for 3 to 4 years and then bundle them together and sell the portfolio to an FHA broker or aftermarket buyer. Here's what that means for you and your residents:

- Your resident's rate drops considerably under FHA terms — typically a 25-year amortization at approximately 9% interest — making homeownership significantly more affordable long-term.
- Each loan sold through the FHA event releases that borrowing capacity back to your line of credit, giving you fresh capital to fund new home placements and continue growing your community.
- Payoff fees added at the time of the FHA sale are a Keyhole Connect fee event — they do not come from you or your residents.

# The Resident Incentive: The Carrot

When you introduce a resident buyer to the financing program, you make them a straightforward promise: pay on time for 3 to 4 years, and we will put you into a better program — one with a lower monthly payment, better long-term terms, and a real path to stable homeownership.

This isn't a goodwill gesture — it's a deliberate performance tool built into the program. A resident who knows a better deal is waiting for them on the other side of consistent payment history is a resident who is far less likely to miss a payment. That means:

**Fewer defaults**

**Fewer evictions**

**A cleaner  
performing  
portfolio**

**A smoother path  
to the bundle-  
and-sale event**

You tell the resident this upfront, when you're closing the loan. It sets expectations, creates motivation, and gives your resident a reason to treat their payment as a priority.

# How You — and Keyhole Connect — Are Protected

The program is built around the park, not the individual resident. That means the risk stays tied to an operating business — your community — rather than to a single resident who could walk away.

Protection Layer	What It Means for You
Park-Level Obligation	If a resident defaults, the park covers the loan. Risk stays at the operating level, not the individual.
Park Owner Guarantee	Every home placed carries a park owner guarantee — giving Keyhole Connect a secured position tied to a tangible asset in your community.
Title Protection	On every resident loan, a new title is created with the DMV. The resident is the owner; both the park and Keyhole Connect are recorded lienholders. Your position is legally secured on every home.
Credit Insurance	Issued by our insurance company at the time of your approval, this policy covers up to 90% of your approved line amount in the event of a park-level default. The premium is paid entirely by Keyhole Connect — at no cost to you.
Defined Loan Terms	All loan terms are set by Keyhole Connect and outlined in your signed agreement. No surprises, no moving targets.

# The Return on Every Home You Place

Every home placed through the Keyhole Connect program does one thing above all else: it puts a paying resident on a lot that was previously generating nothing. That lot rent — collected month after month, on every occupied unit — is the foundation of your return in this program.

It compounds from there:



## Higher Occupancy

Higher occupancy improves your cap rate and community valuation.



## Refinancing Attractiveness

A more occupied, stable community is more attractive to lenders if you want to refinance.



## Higher Sale Price

A more occupied, stable community commands a higher sale price if you ever decide to exit.



## Recycled Capital

Every loan sold through the FHA event releases capacity back to your line, so you can place more homes and grow further.

The capital from Keyhole Connect is the fuel. The lot rent is the return. And the compounding growth in your community's occupancy, cash flow, and long-term value is the reason this program works — for your residents, for Keyhole Connect, and most of all, for you.

*Disclaimer: This document is for informational purposes only. All figures, interest rates, loan terms, program structures, and examples contained herein are illustrative and subject to change at any time without notice. Final terms are governed solely by the executed park agreement between the park owner and Keyhole Connect.*