REAL ESTATE INVESTMENT CONCEPT

Live Where You Want. Build Community Everywhere.

A real estate investment concept that turns hospitality properties into Walk the Beat community hubs — sustainable income, local impact, and a lifestyle by design.

Michael Rutherford’s property vision

secondchancepathways.com dba rezconnect.store

Start with one property. Prove the model. Replicate where the culture fits.

THE CONCEPT

Hospitality with a home base.

Develop properties in regions worth visiting, then shape each one around a balanced promise: a private home for the owner, a welcoming stay for guests, and an authentic connection to the community beyond the front door.

This is not a standalone property play. Each location is designed from the start to work three ways at once — as a residence, as a hospitality business, and as a doorway into the neighborhood around it.

“Part lodging. Part community living room. A welcoming hub for travelers and neighbors alike.”

HOW A PROPERTY WORKS

One building, three promises.

Every property follows the same layout logic: privacy where it matters, welcome where it counts, and operations that stay lean.

01 Private owner residence

A dedicated master suite with its own entrance creates a true home within the property — separate, secure, and comfortable.

02 Guest-ready accommodations

The remaining bedrooms welcome short-term guests, with private bathrooms and secure access designed in from the beginning.

03 A shared social heart

A communal kitchen and social room create space for conversation, local introductions, and small gatherings without compromising private quarters.

04 Lean, modern operations

Booking, rent collection, guest communication, and property management can be handled online or through trusted contracted partners.

COMMUNITY ENGAGEMENT

The stay begins at the property. The experience extends into town.

Every location offers its own Walk the Beat routes, guiding guests toward the restaurants, venues, clubs, entertainment, and attractions that give the community its character.

The result benefits travelers and the surrounding neighborhood at once, while extending the broader vision of Walk the Beat offices and hospitality resources across multiple communities.

Each route connects guests to:

- Restaurants & cafés
- Arts & culture
- Entertainment
- Live music venues
- Local clubs
- Area attractions

One property can become a local doorway to the full Walk the Beat experience.

THE BUILD-OUT

Prove it carefully. Grow it deliberately.

The path is intentionally staged. One property establishes the operating model before capital, teams, and community partnerships expand into additional regions.

PHASE 1

Start with one property

Select one strong-fit community, design for both guest comfort and gathering, test the revenue mix, and learn what it takes to operate sustainably.

PHASE 2

Expand to 3–5+ properties

If the first location proves sustainable, add properties in new regions with the right culture, visitor traffic, and local relationships. Contractors support each build-out, while student affiliates learn the business by contributing to launch, operations, guest experience, and local growth.

Replicate where the culture fits:

- Walkable downtowns
- Tourism traffic
- Community readiness
- Music & arts scenes
- Business networks
- Regional character

THE INVESTMENT CASE

Built for more than one kind of return.

The model brings together hospitality income, disciplined operations, community programming, and a repeatable path into new places.

- **Dual revenue**

  Short-term rental income paired with community programming and hosted experiences.

- **Lean operations**

  Online systems and contracted services keep the core operation focused and efficient.

- **Scalable footprint**

  Prove one location, then carry the model and the Walk the Beat presence into more communities.

- **Earn-and-learn**

  Student affiliates can help staff, manage, and grow each property while building real hospitality skills.

PART OF SOMETHING BIGGER

Real estate becomes the physical layer of the ecosystem.

This is not a standalone property play. Each location can activate the programs, people, and partnerships already being built.

01 Walk the Beat event model

Properties can host intimate performances, gatherings, and community experiences.

02 Student / Expert Affiliate program

A staffing, management, and professional-development pipeline for each location.

03 Community Partners network

Local businesses become part of the guest journey and the property’s regional value.

04 Path Panel mentor model

Experienced guidance helps people make sound decisions at every stage of growth.

THE PARTNERSHIP MODEL

The mission gets an address.

Each property is designed to host the whole ecosystem — not just guests, but the people and programs around them.

- **Walk the Beat routes**

  guide guests to affiliate merchants — the restaurants, venues, and shops that local members introduced. Every stay sends business to the neighborhood.

- **Shared social spaces**

  host the 2–3 launch sessions that get a merchant running and the small gatherings that keep a community connected.

- **Student affiliates**

  learn hospitality by contributing to launch, operations, and guest experience — earn-and-learn, under the same roof.

- **The split keeps working**

  $47 of every $97 stays on the community's side when members do the work — $40 to the member, $7 to the nonprofit they named. Almost 50-50.

"Part lodging. Part community living room. The address where the mission lives."

START THE CONVERSATION

Explore what the first property could prove.

One thoughtful property. A proven operating model. Then a network of hospitality hubs — each one part lodging, part community living room.

Continue Your Path

Walk the Pathway — Student to Expert
https://tinyurl.com/Student-to-Expert-Pathway

Walk the Beat Briefing
https://tinyurl.com/WalkTheBeatBriefing

Talk to Angie — (616) 612-1774
https://voice.rezconnect.store

Michael Rutherford
secondchancepathways.com dba rezconnect.store