



 A Colón Holdings Project
❧ To Save Puerto Rico's Buildings ❧

1,000! for Puerto Rico is a project designed by Colón Holdings, LLC to gather 1,000 people, businesses or both to invest \$1,000 for the restoration of main city buildings and convert them in hotels and guest houses.

With 1,000 people or company investing \$1,000 will collect \$1,000,000.00 which will restore and will budget any distressed building and make profit to the investors.

We will do this 1,000 times and we will restore 1,000 buildings and make 1,000 people and businesses richer per building.

Opportunity of a Lifetime

Many people in Puerto Rico are suffering because of economic needs. Consequently, Puerto Rico is suffering as a Country. Our Cities are getting old and deteriorated because of lack of business ethics and vision. Now anyone can benefit and start a healthy economic future becoming an owner of a piece of every restored building.

Creating wealth one Building at a Time

Selecting potential buildings, we will be able to restore them and profit from them.

Only the Private Sector can restore Puerto Rico

The private sector is the only sector in Puerto Rico that can make decisions on their own to create wealth with progress in mind. Teaching and converting individuals into business people we will create wealth and enrich our country creating cash flow and making individuals richer as our Puerto Rico advantages collecting taxes and keeping tourist's currencies within its borders.



How will investors' money will be handled?

Monies will be held on escrow accounts attached to the project.

Which is an ideal building to restore?

Distressed Hospitals

Hospitals are buildings full of rooms with bathrooms.

How will investors succeed?

Tourism, Marketing & Advertising

(We count with a 4-year in a row Best Miami Beach Tourism Company)

Our Sister Company  *will manage tourism errands...*
www.TravelersConcierge.com

Companies use advertising to increase sales. Most business owners and corporations expect a certain return on investment from their advertising. A company that spends \$300 per month on a "Yellow Pages" ad, for example, may expect to earn \$1,200 per month from customers who see those ads. Hence, the company's return on investment is 400 percent. Companies that do not have sales departments might depend on advertising for 100 percent of their business. Internet and mail order companies are two types of businesses that rely almost exclusively on advertising for generating sales.

From what is the venue increasing their income besides room sales?

- Colón Holdings will generate income from food sales.
- Colón Holdings will generate income from souvenir sales.
- Colón Holdings will generate income from cultural and tour events.
- Colón Holdings will generate income from holiday activities.

Who is Colón Holdings?

Colón Holdings, llc is a leading middle market corporate finance and advisory firm headquartered in Miami, Florida specializing in providing financial and capital solutions for companies with revenues between \$10 and \$250 million. Due to their size, firms in this middle market tier tend to be overlooked by Wall Street or similar capital investment houses, but we believe these companies deserve professional representation.

Our level of expertise and knowledge of the complex corporate financial marketplace is typically beyond the capabilities or service offerings of traditional business brokers, and public accounting and consulting firms.



We provide financial solutions for corporate and commercial real estate financing projects:

- **Financing services**
- **M&A advisory services**
- **Debt restructuring and insolvency**
- **Senior management consulting services**

Licensed Financial Advisors

As a client of Colón Holdings, you will have access to reputable and licensed financial management services.

In all our client engagements, we emphasize our extensive operational management and transactional experience as well as our broad financing and capital market relationships, creating a valuable point of difference for our clients. We are a global alternative asset manager and provider of financial advisory services. Our specialty is in arranging mezzanine debt and equity financings for high end real estate development companies.

What is a Holding Company?

A holding company is a company that owns other companies' outstanding stock. The term usually refers to a company that does not produce goods or services itself; rather, its purpose is to own shares of other companies to form a corporate group. Holding companies allow the reduction of risk for the owners and can allow the ownership and control of a number of different companies.

Does Colón Holdings own several companies?

Yes. See part of our portfolio. You can go to www.colonholdings.biz to learn more.



Which is the Colón Holdings Rule?

“We do not reinvent the wheel. We make the wheel run.”

Who is behind Colón Holdings?



Yónatan Colón is a multi-task entrepreneur with an extent experience in business, entertainment, media, hospitality and finance. He is the founder of Colón Holdings, LLC and the creator of the biggest domino festival in the world, “Festival de Domino”. Mr. Colón has worked on commercial real estate, has brokered funding for billion dollar developments and has written various projects, creating businesses like Theiam Media and Travelers Concierge that form part of his Colón Holdings portfolio.

Mr. Colón thrives on business success...

What will Colón Holdings do for our hotels?

1. Service

With our expertise and award-winning companies, we assure great service for our hotels. We will train all parks and hotel employees a unique service protocol to make our guests want to come back and stay with us again. We will teach how powerful service is. That good service is the most important tool for a country’s solid economy. With Travelers Concierge, our sister company, our hotels will count with a five-star service that provides accommodations, vacation planning and tours not only around the Island but to visit all our national parks. *(We will arrange from a flight, to a car rental, to a hotel stay, a tour, you name it...)*

2. Create Sources of Income

Our Hotels must become self-governing. The only way any organization survives is with sources of income. We will sale water, desserts, food, create events, at all parks and hotels.

3. Restoration to increase rates

We at Colón Holdings are non-believers of uncomfortable situations. A vacationer invests its money for the mere thought of having a good experience. That said, they already come with a budget to spend. But no one wants to over pay for anything. By restoring our premises, specially our hotels, we will be able to raise our hotel rates and make our guest have a pleasant stay creating more revenue by retaining their budget and not letting them go to the competition to spend their monies.



4. Re-Develop

Puerto Rico cannot stop developing itself. We will create the scenario for many different types of peoples' interest. We will develop park themed hotel areas that fit many different cultures. This will bring visitors from all parts of the world.

5. Recurrent Atmosphere

All of our hotels need an incentive to bring people back. Our hotels must have new, better, updated features and amenities to create a reoccurrence reaction. We want the people to share their experience with their siblings and come back with them. And then their children come visit with their own families over and over.

6. Security

Security is a necessary evil. We need security in our parks. We will hire an outstanding security company with military training for the safety of our people and tourists.

7. Advertise, Advertise, Advertise

In the moment of crisis that's when you ADVERTISE! We need to be known. We need to let the world that we exist. We will study the markets and advertise within the different cultures. We will capture which are their interests. We will study which countries travel the most and advertise in their countries the most.

8. Sale, Sale, Sale and Sale our Good Image

DRD cannot become a powerful entity without sales. No company can survive without sales. We will sale a variety of souvenirs at all parks and hotels. Now, we will "sale" our GREAT IMAGE. We will sell our hotels and parks like they are a necessity to have an amazing life experience. Puerto Rico needs to sale it's heart out. We will sale ourselves as great. Change the worlds mind that we are in crisis. AND THAT PUERTO RICO IS A SAFE PLACE.

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