

WESTERNTRUST

WesternTrust is a boutique equity investment firm focused on acquiring, developing, owning, operating and divesting fee-based management businesses and other entrepreneurial ventures. It was originally established as Club Lespri, LLC in Park City, Utah in 2002. Over the next decade the company grew its hospitality offering in the Park City market and acquired or developed hospitality offerings in three more North American resort destinations. In the Fall 2013, the company was rebranded to its current name, WesternTrust, to reflect the expansion of Lespri's consolidated resort operations and growth beyond the hospitality sector.

WesternTrust business ventures can be grouped into three distinct Collections: Hospitality, Technology and Financial Services. While the three sectors may appear unrelated, all of our entrepreneurial ventures focus on offering professional management services to generate fee income.

HOSPITALITY COLLECTION

The Hospitality Collection currently consists of four destinations:

- Park City, Utah (hotel, property management & restaurant operations)
- Jackson Hole, Wyoming (hotel, property management, restaurant & fitness center operations)
- Mont Tremblant, Quebec (hotel, property management & restaurant operations)
- Whistler, British Columbia (hotel, property management operations)
- Aspen & Snowmass, Colorado (property management operations)

Each hospitality business is structured as a professional services firm offering property management to owners of hotels and vacation homes. Our concept is simple, yet revolutionary. . . we view ourselves as stewards not masters and focus on helping property owners and rental guests maximize enjoyment of their experience in an amenity rich vacation environment.

We are currently pursuing new hospitality opportunities with resorts in Hawaii (Maui) and Colorado (Vail & Keystone) and expanding into fast/casual restaurant operations such as Deli Dogs.

To learn more about WesternTrust's Hospitality Collection, click on the logos below to navigate to the corresponding company website..



TECHNOLOGY COLLECTION

The Technology Collection currently consists of two companies:

- TruNorthe (wireless telecommunications and construction management)
- Ravello Media Group (internet marketing, branding and software development)

TruNorthe was initially formed to help the leading companies in the wireless telecommunications industry meet and exceed their goals for effective construction management & infrastructure services. But in addition to its current focus on wireless technology & infrastructure, TruNorthe also has extensive entrepreneurial and construction management experience in commercial projects, resort properties, hotels and restaurants, military housing, multi-family condominium projects, and high end custom homes. TruNorthe builds upon a foundation of technology to enable top performance and efficient communication by its staff. Automation speeds communication, improves reporting, streamlines operations and reduces overhead. This enables TruNorthe to manage more construction sites and projects successfully and TruNorthe customers to focus more on high-level, internal management and business growth.

Ravello Media Group serves as the marketing command center for all WesternTrust businesses. Through handcrafted, authentic, fully-customized marketing solutions, Ravello focuses on increasing all forms and sources of revenue earned by each WesternTrust business. This is accomplished by a number of different programs, including:

- Digital Marketing - Centered around a three pronged approach addressing social media campaigns; e-mail list marketing; and search engine optimization (and related disciplines such as paid search, content creation, and website natural links);
- Design & Branding - Ties into digital marketing with website development, but also encompasses brand building through initial logo development and company messaging; and carries through operationally with advertising design, media planning & buying, reputation management and public relations;
- Revenue Management - Assures the strongest possible top line revenue through real time yield management and the development of wholesale relationships and other marketing partnerships, but also provides acquisition support materials to more rapidly expand business;
- Software Development and IT Support - The automation that speeds communication and operating efficiencies through database management, web applications, mobile app development, social media apps, reporting tools, system management, and quality assurance.

Ravello is expanding to provide its digital service offering to clients outside the WesternTrust family. While TruNorthe's greatest growth opportunities will lie in the telecommunications industry for the foreseeable future.

To learn more about WesternTrust's Technology Collection, click on the logos below to navigate to the corresponding company website.



FINANCIAL SERVICES COLLECTION

The Financial Services Collection currently consists of three companies:

- WT Wealth Management (SEC registered investment adviser)
- WT Tax Accounting (IRS enrolled agent)
- CrowdAngel (internet crowd funding)

Since its SEC registration in November 2013, WT Wealth Management has focused on growing assets under management through acquisition. WT Wealth Management pursues a primarily ETF-based investment strategy for its clients focused on core investing (public equity markets). The WT investment strategy segments client portfolios into distinct TimeBands with different, but complimenting, investment objectives. One of WT's governing principles is empowering clients through education in order to avoid behavioral mistakes that hinder successful investing.

WT Tax Accounting is an IRS Enrolled Agent providing tax preparation and basic accounting services to both clients of WT Wealth Management and other customers in the local market.

CrowdAngel is positioned to take advantage of recent changes to investment regulations mandated by the JOBS Act and the related SEC and FINRA implementation plan for crowd funding. Crowd funding was historically relegated to participatory support of charitable activities or artistic ventures. With the JOBS Act, the Federal government paved the way for crowd funding to be used as a viable means of raising equity investment capital for small scale entrepreneurial ventures. Crowd Angel's concept is not to be one of the regulated crowd funding portals, but to prepare entrepreneurial companies to make their offerings on such portals. This will include coaching and assistance with the branding, business planning, feasibility studies, financial and investor return analyses, and initial start-up funding required to launch a successful crowd funding campaign. "Investment banking for the common man." CrowdAngel will enable WesternTrust to identify entrepreneurial investment opportunities, but will also function as a key component in providing long-term funding and operating capital to internal WesternTrust ventures.

To learn more about WesternTrust's Financial Services Collection, click on the logos below to navigate to the corresponding company website.

