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Navy Veteran and Shark Tank Alumni Focus on New Approach to Real Estate Investing

Protecting client investments with an eye on sustainability is key factor in success

PHOENIX, Ariz. (Sept. 17, 2024) – Lukrom, a local real estate investment firm, today announced the recent opening of their corporate headquarters located at 44th Street and Camelback Road in Phoenix. Specializing in private lending and real estate investment opportunities for accredited investors, Lukrom is poised to add value to the local real estate community.

Founded by U.S. Navy veteran, Thomas McPherson, Lukrom offers a new approach to real estate investing to reduce risk and provide greater predictability. McPherson ensures Lukrom’s clients are protected in the event of investment losses with a first loss commitment to stand behind their investments. This proprietary model requires Lukrom’s executive team and advisory board to invest in their iFund LP first, ensuring investor funds are protected should the fund incur losses.

Lukrom also works with real estate investors as a capital partner, offering real estate backed loans designed to maximize opportunities and gains. From bridge loans to renovation loans to ground up construction, Lukrom has access to funds for nearly any real estate financing situation.

“Our number one objective is to add value to the real estate community,” said McPherson, current CEO and advisory board member of Lukrom. “We aim to do that by helping investors and borrowers achieve the best possible returns by taking advantage of our multiple loan and investment opportunities.”

Joining McPherson on the Lukrom leadership team is Matt Campbell, COO, who oversees a small team of industry professionals with experience across multiple investment properties ranging from single-family residential to multifamily, office, retail, industrial and ground up developments. Campbell is an entrepreneur who was featured on the television show Shark Tank for the BottleKeeper, an insulated bottle which keeps beer bottles colder for a longer period of time. He secured a \$1 million investment from Mark Cuban and Lori Greiner. However, his \$20 million valuation of BottleKeeper was his own doing and was achieved before his appearance on the entrepreneurial TV show.

“Protecting the investments of our clients is of the utmost importance to us,” said Campbell, COO and advisory board member of Lukrom. “My experience in bringing BottleKeeper to market and working with investors to ensure they received a sizable return on their investment is one I’ll draw on to oversee Lukrom’s clients.”

Their corporate philosophy to “do well by doing good” is an approach to doing business that leads to daily activities that benefit investors, borrowers, and the communities they serve. With a year-over-year growth of 250% and a distribution payment history of 100%, the iFund LP is proof Lukrom’s real estate investment method works. It also provides a strong foundation from which to finance and invest in the construction and renovation of green buildings and support sustainable real estate projects. Learn more by visiting Lukrom.com.

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About Lukrom

Lukrom is a real estate investment firm headquartered in Phoenix, Ariz. that offers equity investment in multifamily value-add opportunities, as well as ground-up developments. Lukrom also offers a private credit fund that provides returns with low risk and virtually no volatility as well as lending options that offer greater flexibility than traditional lending. The Lukrom executive team and board of directors believe so strongly in their business model they invested \$5 million to provide a first loss commitment so their funds are first to cover any losses, thus protecting the funds of remaining investors. For more information, please visit Lukrom.com.

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