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From: Ekovich, Steven[Steven.Ekovich@marcusmillichap.com]
Sent: Tue 8/11/2015 2:36:44 PM Eastern Daylight Time
Subject: Fwd: Golf Valuations
Attachment: image001.jpg
Attachment: image005.jpg
Attachment: image007.jpg
Attachment: image009.jpg
Attachment: image011.jpg
Attachment: image012.jpg

With all the help I can give it to Trump organization lately if you get selected I better get a good presidential post.

Sent from my iPhone

Begin forwarded message:

From: Allen Weisselberg <weisselberg@trumporg.com>
Date: August 11, 2015 at 12:18:36 PM EDT
To: "Ekovich, Steven" <Steven.Ekovich@marcusmillichap.com>
Subject: RE: Golf Valuations

Thank you. So just to be clear if we were to sell the entire portfolio we would use the 8 – 11 x EBITDA. How much would I be able to increase that value due Brand and intrinsic value? In other words how do I quantify the premium ?

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From: Ekovich, Steven [<mailto:Steven.Ekovich@marcusmillichap.com>]
Sent: Tuesday, August 11, 2015 10:33 AM
To: Allen Weisselberg <weisselberg@trumporg.com>
Cc: Larry Glick <lglick@trumporg.com>
Subject: Golf Valuations

Golf valuations are an art not a science because golf unlike selling home depots or Walgreens, are not fungible, or substitutable. Everyone is different, you just can't summarily compare revenue or just EBITDA because location, liabilities from deposits, future development potential, current margin(10 margin on EBITDA vs. 35% margin), Cap-ex needed, Brand of the owner, expense load,(expenses as a percent of revenue 35% vs. 65%) all matter and go into a valuation.

With that in mind, I would provide these guidelines:

If the course is losing money or it is .6-1x Gross Revenue.

If the EBITDA is below \$400,000-\$500,000 it will trade a 1-1.5X , 2X or 2.5X is for a very special course.

For EBITDA \$400,000-\$500,000 + the valuation is based on EBITDA of 6-10X EBITDA

For Portfolio sales, valuation is 8-11x EBITDA (without management in the expenses)

For Trump, on top of the normal EBITDA standards there is a premium for the only real brand in golf and for intrinsic real estate value. (Intrinsic real estate value is value the land possessed if developed. Since most of Trump's properties are not surrounded by hundreds of houses,(i.e. every hole has houses on either side they are better candidates for development. The re-developed cost of the land can be as much as 2-10x higher than the pure golf value.)

It is my professional opinion the value ascribed to the Trump portfolio is above the common metrics I sighted above because of Brand and Intrinsic real estate value.

Best Regards,

Steven M. Ekovich

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