

**Introducing One of the  
Greatest Investment Opportunities  
in the Last 50 Years**

**Invest in Today's Oil Boom  
"Labor Infrastructure"**



**THE BAKKEN  
& NORTH DAKOTA**

**MONDAYONE**

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# Announcing a NEW ... and Unconventional ... Way to Profit from the Bakken Oil Boom. (Hint: It's NOT an Energy Stock.)

**It's true: Now you can profit handsomely from America's new oil wealth – with a safe, unconventional investment that doesn't require you to hold a single oil stock in your portfolio.**

The opportunity to earn legacy-size wealth from a boom in natural resources comes infrequently ... maybe once every century or so.

So it makes sense to grab it when you can. Because once it's gone, you may not get another such chance in your lifetime.

In the 19th century, that resource was gold, and the opportunity was the California Gold Rush.

In the 20th century, that resource was data, and the opportunity – though short-lived – was investing in the Internet and starting online businesses.

In the 21st century, that resource is oil, and the opportunity is the new bull market in U.S. oil and gas.

***The good news is: you can sidestep the iffy proposition of investing in volatile energy stocks ... and get rich from the new American oil boom in a safer, steadier, more conservative investment – one you're likely comfortable with and already own.***



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# America's New Bull Market in Oil

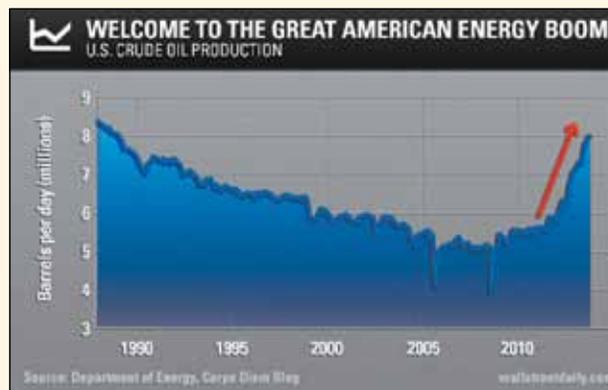
**Did you know that America ... not OPEC, Russia, China, Iraq, or Iran ... is now the world's #1 oil-producing superpower?**

A recent article in the Wall Street Journal notes, "U.S. oil production has soared to levels not seen in decades."

Just consider the facts:

- In October, CNBC reported that the United States has overtaken Saudi Arabia to become the world's biggest producer - as the jump in output from shale plays has led to the second biggest oil boom in recorded history.
- U.S. production of crude oil is forecast to climb from 5.7 million barrels per day in 2011 ... to 7.5 million barrels per day in 2019 - a jump of 49%.
- In 2011, the U.S. had 29 billion barrels of proven oil reserves - a record 15% increase from the 25 billion it had in 2010.
- In 2012, U.S. oil output rose by a hefty 14%, a jump of a million barrels per day - the fastest single-year increase in our nation's history.

***The result: an unprecedented opportunity for a new windfall in oil profits - one that can rival the oil money made by Rockefeller in the 19th century - but with far less risk for YOU.***



***There are only seven oilfields in the world that produce one million barrels per day (bpd) or more of oil. Three of them are now in the United States - the Permian Basin, the Eagle Ford and the Bakken.***



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# Profit from North Dakota's Booming "Oil Rush"

As CNBC reported, the bulk of America's new oil production comes from shale players located all over the country.

Of these, the Bakken - with its 74 billion barrels of recoverable oil - is by far the most massive ... and most lucrative. The Bakken has the largest recoverable oil reserves along with the lowest production costs in the U.S.

The Bakken shale spans 200,000 square miles in North Dakota, Montana, and Canada. It has made North Dakota the second-largest oil producing state behind Texas.

Twenty oil companies control over 5.5 million acres in the Bakken. The top three - Continental, Whiting, and EOG Resources - control almost half of that.

Three years ago, North Dakota was producing 100,000 barrels of oil a day. Today, North Dakotan oil production is 1,000,000 barrels of oil a day - a tenfold increase in 36 months.

There are 175 rigs in North Dakota. Each year, they drill approximately 3,000 new oil wells into the Bakken shale. Continental alone is drilling 22 wells per month, for which they claim to have a 100% drill success rate thus far.

The Bakken is almost twice as large as the oil reserve in Prudhoe Bay, Alaska. Yet right now, there are only 9,000 oil wells, way below the number needed to bring the Bakken up to full potential oil output.

To fully develop the Bakken's oil resources will take another two to three decades. Once fully developed, the Bakken will have as many as 60,000 operating wells - approximately double the number of producing oil wells in Texas.

According to a recent study by Advanced Resources International, Bakken oil production will reach a million barrels a day in 2015 and peak at around 1.45 million barrels a day in 2020.



# Get Rich in Bakken Oil ... Without Pumping a Single Barrel

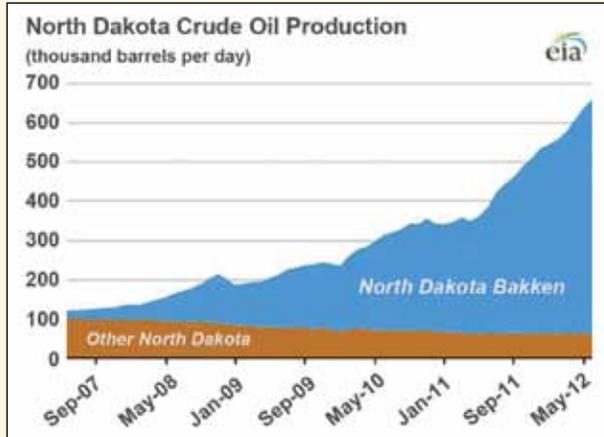
Just like the Gold Rush of 1849 was centered in San Francisco, the Bakken in North Dakota is the foundation of the new American Oil Boom.

And its sheer size and scope give rise to some incredible profit opportunities that you can get in on at the ground floor today. If you act quickly.

As we've seen, no oil profit opportunity is bigger than the Bakken.

But here's the important news for you as an investor....

**The best profit opportunities in natural resource booms – like North Dakota's Bakken shale -- are often found on the periphery of the mainstream activity of natural resource exploration and production.**



In the California Gold Rush, for example, thousands of miners rushed to San Francisco to stake their claims and prospect for gold ... and just as many thousands left broke, disappointed, and despondent.

But not Levi Strauss. He saw that miners, working in rough and rocky terrain, wore through their work clothes, especially their pants, in a flash. So he patented a process for putting rivets in pants for strength.

The new pants, called "waist overalls" and later "blue jeans," became not only the standard wear for Gold Rush prospectors, but caught on and are now a staple of American fashion – making Strauss and his company very rich.

Sam Brannan, the entrepreneur who first spread news of gold being discovered in California, became the wealthiest man in California without once mining the gold himself. A shrewd entrepreneur, Brannan eventually wound up owning much of downtown San Francisco, and even printing his own currency.

Phillip Armour came to California and opened a meat market to feed the hungry prospectors. Later, with the profits, he founded the Armour Meat Packing Company and became a multi-millionaire.

How did all these men become rich? Not by prospecting or exploring for the resource. But by providing vital products and services required by the men who were. Now, you can too. And we can show you how.



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# WARNING: Why You Should be Wary of Bakken Oil Stocks

Levi Strauss, Sam Brannan, and Phil Armour got rich working around the edges of the California Gold Rush.

And you can increase your wealth by investing around the edges of the oil boom in the Bakken shale.

Now, contrary to what others may be trying to sell you on, the safest, steadiest way to solid profits in the Bakken is NOT by owning the stocks of oil companies with fields in the shale – just as in San Francisco, it wasn't by putting on a pair of Levis and panning for gold.

The reason is simple: energy stocks are risky and volatile. Just look at what has happened recently to investors who hoped to strike black gold by owning shares of oil companies with fields in the Bakken:

- Primary Petroleum's stock lost 95.24% of its value when shares plunged from \$1.05 to just five cents in only 29 months.
- From July 2011 to June 2012, Enerplus shares nose dived from \$26.62 to \$10.53, losing 60.44% of their value in less than a year.
- Samson Oil & Gas went from \$4.53 a share in March 2011 to just 42 cents a share by June 2013 – which means the stock fell 90.73% in less than 28 months.
- Archer Petroleum was selling for \$6 a share in May of 2010. By October of 2013, the share price dropped to 24 cents – a decline of 96%.

Other losing Bakken oil stocks include QEP Resources, down 45.57% in 11 months ... Hess Corporation, down 53.32% in 14 months ... FX Energy went from \$8.52 to \$2.56 a share and lost 70% of its value in only 7 months. No wonder so many who trade oil stocks don't sleep well at night!

Okay. So if investing in oil stocks isn't the best way to make money from the new Bakken Oil boom, what is?

**It's similar to the methods of wealth-building that made Strauss, Brannan, and Armour so rich in the gold rush: supplying products and services to the natural resource workers**



# Invest in Today's Oil Boom “Labor Infrastructure”

The men who became millionaires in the Gold Rush did so largely by selling the workers what they needed to live and work, from clothing and shovels, to food and housing – in other words, the infrastructure that supported the gold mining industry.

When a natural resource boom takes place, as in oil in the Bakken today, companies rush in, stake claims, and hire crews.

***What the companies don't provide is the infrastructure their workers need to live while not on the job. And the biggest unmet need ... and the one with the most potential for investor gains ... is housing.***

In the California Gold Rush, some 300,000 people came to the state from the rest of the country and abroad. The San Francisco population exploded from 1,000 in 1848 ... to 25,000 by 1850 ... a 25X increase in just 2 years.

Most of the miners came to California with only a blanket draped over a pole for shelter. Others lived in caves, dugouts, and crude frames of log with a canvas roof and sides.

There were hotels, but there were no vacancies. For a dollar, the hotel management would allow miners to sleep on bunks, benches, tables, and floors in the dining rooms.

***Today, North Dakota is facing a similar housing crisis. Oil workers can't find homes to buy. For apartments, the waiting lists are long. Newcomers often have to live in campers, cars, or RVs. Some oil companies put their crews up in camps, but not all. Hotel rooms are booked months in advance at very high rates.***



Renting in Williston, ND is expensive: the average rent for a 2-bedroom apartment in Williston is \$2,700 a month. So buying is the more attractive option. But there are not enough homes to meet the demand.

As a result, the obvious business opportunity is to provide housing to new North Dakota Oil workers. But can they afford to buy, and not just rent? The answer may surprise you, and in a good way....



# Would This Be the Best Real Estate Investment in the United States Today?

**Real estate developer MondayOne is building townhome developments at the center of the Bakken shale ... the center of North Dakota's rapidly growing oil industry**

**When you're investing in real estate, there are several things you should look for:**

- 1** The first is a region that's booming and flourishing – a high-growth region, not a city where the economy is flat or the neighborhoods are in decline.
- 2** The second is a population with the financial means to rent or buy the real estate you're developing – employed people with good credit and good income.
- 3** The third is a favorable supply and demand ratio: a growing population and a housing shortage puts you, the real estate investor, in the driver's seat.
- 4** The fourth is quality housing in a highly desirable part of town with shopping and other services consumers demand.
- 5** The fifth is a real estate partner who knows how to plan, design, and build housing developments that sell out fast, generate rapid income, and meet the needs of the market.



**MondayOne's current Pheasant Ridge and Watford Townhome Developments are projects that pass all five criteria with flying colors.**

**See the appropriate Summary Business Plans for your chance to own a piece of the projects before the private offerings close.**

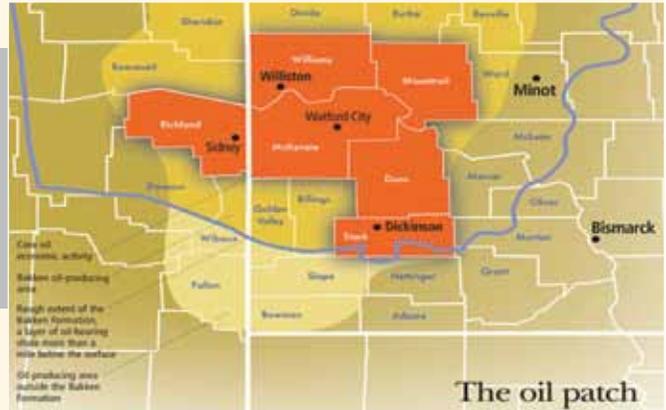


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# 1 Thanks to the Bakken shale, North Dakota's economy is now one of the fastest-growing in the nation.

**To meet the skyrocketing demand of oil workers for housing, real estate developer MondayOne has planned a series of townhome developments in North Dakota, at the heart of the Bakken oil shale.**



The Bakken oil development is the most important economic news in the U.S. today.

Geopolitically, this vast oil discovery in the heart of North Dakota is a game changer for our country, our generation, and our children and grandchildren.

In April 2013, the United States Geological Survey (USGS) revised its 2008 estimate of the Bakken's recoverable oil reserves from 3 – 4.3 billion to 7.4 billion barrels. However, several oil experts believe the government's estimate is overly conservative, and expert opinion ranges between the USGS number and Continental Resources estimate of 24 billion barrels.

By comparison, the other largest oil fields in the U.S. include Prudhoe Bay, Alaska where 11 of a total 13 billion barrels are already recovered, and East Texas Oil Field, where 5 of total 7 billion barrels have already been recovered.

What this means for real estate developers and investors is a booming population of oil workers and their families – all of whom need and want a nice place to live while they work the fields.

**This is the need that real estate developer MondayOne has strategically positioned itself to benefit from for the next decade.**

Twenty exploration/development companies control over 5.5 million acres in the Bakken. The top three, Continental, Whiting Oil & Gas, and EOG Resources, control over 2.2 million acres. The lead company, Continental Resources, is currently drilling 22 wells per month. Continental has reported a remarkable 100% drill success rate thus far.

### Compound Annual Population Growth Rates

Location	1950-2000	2000-2010	2010-2012
Watford City, ND	0.10%	2.00%	20.00%
North Dakota	0.10%	0.50%	2.00%
United States	1.13%	1.00%	0.80%

Source: US Census Bureau



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## 2 An affluent population earning twice the national average.

There may be a recession in most of the United States. But travel to North Dakota, and you won't see it.

Thanks in large part to the Bakken oil boom, Mckenzie County North Dakota, in the heart of the shale, has one of the lowest unemployment rates in the country, just 0.9%.

The frenetic drilling activity in Williston and the surrounding area has generated thousands of new jobs. A lot of them are going to new arrivals – workers who need, among other things, a place to live.

The good news for real estate developers is the fact that while the majority of new oil workers have questionable credit and find it difficult to qualify for mortgages, they make the perfect renter. They have the earning power and ability to afford the high rents housing commands.

That's because the average North Dakotan oil worker earns a hefty \$112,462 a year—more than twice the national average income. In fact, annual wages in North Dakota have more than tripled in the past decade.

All of this successful oil production requires workers. Unfortunately, housing construction in the Bakken's small towns has not kept pace with job growth, and the result has been an extreme housing shortage.

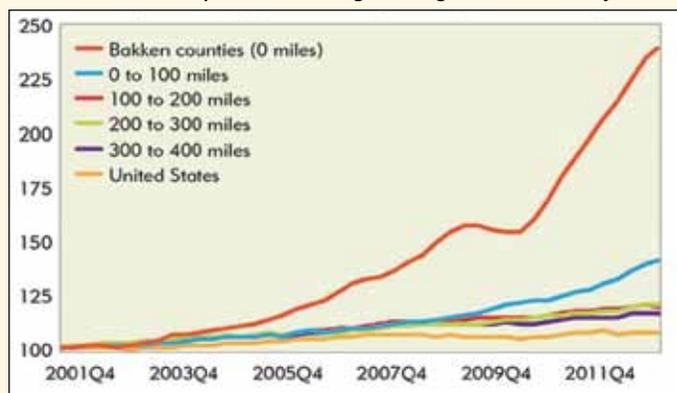
This shortage is particularly acute in Williston and Watford City, where owners of the 'man camp' trailer parks are able to charge from \$75- \$110/night to Bakken oil workers. Single-person rooms at hotels, like Motel 6, run in the high \$100's/night, and the next step up the hospitality ladder, mid-level brands like Hampton Inn, are able to charge in the mid - \$200's/night.

**Unemployment rate by distance from the Bakken**  
12-month average



**Index of average weekly wages by distance from the Bakken**

2001Q4=100, 4-quarter moving average, inflation-adjusted



# 3 An insatiable demand for quality housing.

***"If you had to guess the highest average rent in our country, would you likely guess New York, LA., and San Francisco? Well perhaps, but you would be wrong and not even close. Williston, North Dakota, is by far and away the most expensive rent in the United States. Now \$2,400 a month, on average, for a 700-square-foot one-bedroom. It's because of the oil boom going on there, thousands of people flocking to the area, many of them sleeping in their trucks due to a lack of housing."***

Brian Willians, NBC Evening News, 2/16/14

North Dakotan oil workers are scrambling for housing. As an article in The Fiscal Times reports: "As thousands of workers from all over the country have showed up, housing construction has not kept pace."

The population in western North Dakota has doubled in the past 10 years. In Williston, the population has doubled since 2010 to reach 25,000 – and it is forecast to hit 60,000 in 3 to 5 years.

There are more than 22,000 oil workers living in "man camps" in North Dakota. Many of them would prefer to move their families with them and live in comfortable quality housing. According to state and federal officials, there is an extreme shortage of real estate in North Dakota, forcing people to live in substandard conditions. **As are result, North Dakota offers the best real estate opportunity in 50 years.**



**MAN  
CAMPS  
OUTSIDE  
THE CITY  
LIMITS**



**And that's where MondayOne comes in. Our company is quietly cementing its reputation as a leading provider of affordable North Dakota housing – and a premier provider of oil worker housing in the state.**



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## 4 North Dakota's most desirable housing for oil workers.

Each town home is approximately 1,350 square feet with 3 stories, 3 bedrooms, 3 bathrooms, and an attached garage. There are six townhomes per building with 10 buildings for a total of 60 townhomes in our current Pheasant Ridge Development.

The ground floor has a bedroom, bathroom, and attached garage. A full kitchen, dining area, family living area, on the second floor. The third floor has two bedrooms and two bathrooms, with the option of a den.

The infrastructure of water, sewer, power, gas, and roads is already built and brought to the property line. Site prep is underway and the townhomes are planned for delivery in 2014.

For the first four years, the townhomes will be leased to oil companies providing their workers with desirable living quarters. A number of oil companies in the Bakken have indicated strong interest in leasing multiple units.

MondayOne will rent to oil companies with 12 to 24-month leases around a minimum of \$3,600 per month for the 3 bedroom townhomes. The town homes will be zoned as condominiums, and the complete project will be sold after year four to either permanent oil workers and their families, or an income oriented institution or REIT.

### DESIRABLE MULTIFAMILY TOWNHOMES WITHIN THE CITY LIMITS



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# 5 MondayOne: your ideal partner in Bakken real estate

MondayOne is an integrated builder whose principals have over 70 years of combined experience in real estate development, construction, entitlement, management, and investment. No builder is better positioned to help you grab your share of the Bakken infrastructure profits.

Getting a new real estate project off the ground, and moving it from ideation to construction, can be a very long and difficult undertaking. In addition to the planning and the land acquisition, there's research engineering, permitting, entitlements, and much more.

Completing these steps can be enormously expensive and require thousands of hours of work by experienced experts. Then, even after this massive investment of time and money, the reality is that most proposed projects do not materialize.

Issues that are out of the developer's control – such as the current sentiment of the community, infrastructure issues, engineering problems or city planning department decisions – can derail a project before the first shovel of dirt is dug.

**MondayOne shoulders all of these risks and costs for its investors.** That's why you'll find them to be your ideal partner for North Dakota real estate investing.

## Master planned communities attract more renters and buyers

Before investors are invited to contribute one dime to a project, MondayOne invests its own time and money to get the project through all of these pre-construction hurdles. In fact, during development, all costs and pre-construction work are absorbed by MondayOne, proving our commitment to each project's success.

MondayOne housing projects are being built in master planned communities in which roads, water, power, sewer, and gas are already in place.

**What's more, by the time investors are brought in, MondayOne has already completed all of the following items for the project:**

- Product Development
- Contract Negotiation
- Sustainability
- Underwriting
- Land Assemblage
- Entitlement
- Investment Analysis
- Pre-Construction
- Due Diligence for Land Transactions
- Research Engineering
- Strategic Project Plans
- Permitting.

**Because MondayOne takes on all of these risks and costs itself, our investors can evaluate each project based on its merits – not on the likelihood that it will ever be built at all. The result: less risk for you as an investor with a greater probability of superior returns on your investment.**



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# Your Investment Partner for Bakken profits

## Building homes in North Dakota: the weather challenge

For 5 months out of the year, the land in North Dakota is frozen, making traditional building methods impractical.

MondayOne solves this problem by using an efficient construction methodology combining on-site construction with factory-built modular homes. Result: projects are completed in one-third the time other builders require. Modular construction reduces the cost of building the townhomes, an important advantage given the high cost of labor in North Dakota resulting from the oil boom.

The first level is built on site. The second and third levels are delivered to the site through modular construction. This approach enables MondayOne to use superior materials to build indoors in a controlled environment, protected from the North Dakota winter.

## More Than Just Housing

MondayOne is a full-spectrum real estate developer. So housing for Bakken oil workers is just the tip of the profit iceberg in North Dakota. The company envisions ultimately building grocery stores, retail and office centers, restaurants, theaters, schools, and leisure and recreational facilities – a complete infrastructure to support families accustomed to the amenities that high-income consumers demand. MondayOne will offer investors opportunities to participate in these projects, too.

## Future North Dakota Projects Planned Through 2019



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# How You Can Participate – Your Next Step to Bakken Riches

A small group of investors who qualify, including you, are being invited to own an equity stake in a current MondayOne North Dakota Bakken multifamily housing project.

The first step is easy. Just contact MondayOne and request your copy of the Summary Business Plan for our latest project. Simply call **949-833-8100** now. Or visit **www.mondayone.com** today.

But I urge you to hurry. There are only a small number of private equity positions available in each building project, and they are going quickly. Once they're all taken, no more will be made available.

After that, MondayOne will offer investment opportunities in its new North Dakota housing development projects. Locations for new MondayOne housing developments and infrastructure in the North Dakota Bakken include Tioga ... Watford City ... Stanley ... Minot ... New Town ... Alexander ... Sidney ... Killdeer ... and Dickinson.

To be notified by e-mail of these new projects when they are accepting investors, register here for free information updates: [www.MondayOne.com](http://www.MondayOne.com).

## **Take the next step. There's no obligation.**

For the exciting facts about becoming an investor in Pheasant Ridge, Watford or other MondayOne real estate development projects in the Bakken shale, contact the company now:

**MondayOne**  
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**Phone 949-833-8100 • [www.mondayone.com](http://www.mondayone.com) • E-mail: [info@mondayone.com](mailto:info@mondayone.com)**

To be notified by e-mail of these new projects when they are accepting investors, register here for free information updates: [www.mondayone.com](http://www.mondayone.com)

## **What is the MondayOne goal?**

*"Our goal is to assemble a group of sophisticated investors who share our vision and desire to participate in the exceptional profits that will be realized over the next several years in North Dakota. I'd like to include you in this group and look forward to welcoming you into the MondayOne community of satisfied investors."*

**Kenny Dewan, CEO, MondayOne**



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