

Key Message Points

The Prendamano Academy

1. Purpose and Mission

The Prendamano Academy, founded by real estate developer and investor James Prendamano, was created to make professional real estate education permanently free and accessible to all. Rooted in his belief that transformation begins with people, not property, the Academy's mission is to democratize knowledge, promote financial literacy, and empower individuals to lead with integrity and purpose.

2. Structure and Curriculum

The Academy features more than 100 video lessons organized into a step-by-step curriculum that mirrors the real-world lifecycle of real estate: acquisition, underwriting, entitlement, development, leasing, and asset management. Every course begins with self-discovery, defining one's Why, recognizing Gifts, establishing Core Values, and practicing Manifestation and Vision before progressing into technical disciplines such as acquisition, underwriting, entitlement, development, leasing, and asset management. This human-first approach builds character, clarity, and competence as the foundation for lifelong success. Each lesson includes downloadable templates, checklists, models, and case studies that guide students through due diligence, financing, negotiations, and operational best practices.

3. Foundation in Personal Development

Before students begin technical training, the Academy starts with the person. The first five modules: Define Your Why, Identify Your Gifts, Articulate Core Values, Practice Manifesting Goals, and Develop Your Vision, establish the foundation for meaningful and sustainable success. This approach reflects Prendamano's belief that professional excellence begins with clarity, character, and self-awareness.

4. Real-World Applications

The Academy serves a wide audience:

First-time homebuyers use it to understand financing and due diligence.

New investors learn to evaluate deals and build pro formas.

Experienced operators refine acquisition criteria and reporting systems.

Students explore career paths and the language of real estate.

Small-business owners apply lessons to lease negotiations and expansion planning.

Each lesson bridges technical knowledge with practical application, making the material useful in the boardroom, the classroom, and the community.

5. AI-Enabled Learning Experience

The Academy includes a built-in AI assistant that enhances accessibility and engagement. Students can ask questions, summarize concepts, and find relevant lessons and materials. The result is an adaptive, interactive learning environment accessible through both ThePrendamanoAcademy.com and YouTube, where knowledge evolves with each learner.

6. Accessibility and Reach

The platform is completely free, globally available, and without subscriptions or paywalls. Its resources are designed to remove barriers to entry for anyone seeking practical, results-driven education in real estate and leadership. All materials are downloadable, ensuring permanent access for every participant.

7. Educational Reform and Social Impact

The Academy is part of a broader movement toward education reform, financial literacy, and ethical leadership. It is developing partnerships with schools, nonprofit organizations, and municipalities across the United States to integrate its curriculum into community and youth education programs. Prendamano views education as a tool for empowerment, teaching people how to build wealth, character, and community.

8. Core Philosophy

At its core, The Prendamano Academy teaches that real estate is a platform for transformation. By aligning personal vision with technical skill, the program helps students connect purpose to performance, building better people, stronger businesses, and more sustainable communities.

9. Innovation in Learning Design

The Academy represents a new model of digital education. By combining personal development with technical training and integrating artificial intelligence into the learning process, it delivers a modern, scalable approach to mentorship. This format allows students to learn at their own pace while maintaining the depth and discipline of professional instruction.

10. Leadership and Credibility

Founder James Prendamano brings more than 30 years of real estate experience and more than \$1 billion in transactional real estate success to the program. His leadership record includes large-scale residential and commercial developments, institutional partnerships, and service on multiple New York City economic committees. The Academy draws directly from this experience, grounding theory in the realities of market dynamics, ethics, and long-term stewardship.

11. Partnerships and Community Collaboration

The Prendamano Academy continues to expand through strategic partnerships with educators, community organizations, and private-sector leaders. These collaborations are designed to extend access to underrepresented communities, introduce real estate and financial literacy into school systems, and support local governments in fostering sustainable development through education.

12. Vision for the Future

The Academy's long-term vision is to create a global network of purpose-driven learners and leaders who use real estate as a catalyst for positive change. By merging technology, mentorship, and shared values, it aims to redefine how professional education can contribute to the public good, inspiring a generation to build not only wealth, but also meaningful lives and resilient communities.

#

MEDIA CONTACT

Patrick Pharris

Executive Director, Corporate Communications and Public Relations

PreReal Investments, Inc.

Patrick@PreRealInvestments.com

+1 (702) 491-7464