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# Executive Summary

## DeeAar Holdings

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DeeAar Holdings, LLC, Princeton Jct, NJ

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## Executive Summary

According to the [US Environmental Protection Agency \(USEPA\)](#) report, cleanup or remediation of brownfields can have a significant positive impact on an entire community. The report concluded that,

"... cleaning up brownfield properties led to residential property value increases of 5 - 15.2 % within 1.29 miles of the sites. Analyzing data near 48 of those brownfields, another study found an estimated USD 29 to USD 97 million in additional tax revenue for local governments in a single year after cleanup—2 to 7 times more than the USD 12.4 million EPA contributed to the cleanup of those brownfields. Initial anecdotal surveys indicate a reduction in crime in recently revitalized brownfields areas."

Additionally, the [GAO](#) report states that there are roughly 450,000 brownfields in the United States alone. However, our analysis seems to indicate that the GAO report has underestimated the number of such contaminated sites.

DeeAar Holdings LLC focuses on acquiring brownfield sites contaminated with benzene-toluene-ethylebenzene-xylene (BTEX), trichloroethylene (TCE), polyfluroalkyl substances (PFAS), and perchloroethylene (PCE) (hereinafter referred to as volatile organic compounds or VOCs), cleaning them up by using our bioremediation products and services before putting them back on the market. In addition to the environmental benefits that our cleanup provides to the properties, we have seen the property values appreciate between 7 and 13 % annually.

## I Company Description

DeeAar Holdings LLC (hereinafter referred to as DeeAar Holdings) is a real estate redeveloper. We focus on acquiring brownfield sites contaminated with VOCs, cleaning them up before putting them back on to the market.

### I.1 Mission Statement

DeeAar Holdings' objective is to locate and secure contaminated properties ranging between 5 - 100 acres at strategic locations that meet some of the following cleanup criteria:

- Fast turnaround to market - estimated cleanup time is less than eighteen months
- A high-profile site with a significant payout and publicity - estimated payoff between USD 1 MM - 20 MM
- Environmentally sensitive sites where the payoffs often barely break-even, but have a great impact on the climate change profile for the local community

### I.2 Philosophy

Sites contaminated with VOCs present a significant opportunity for our company. Over the past two decades, many departments of environmental protection have tried to create grant/loan programs to encourage developers to cleanup such sites and bring them back to their pre-contamination levels. However, in the absence of processes and services such as ours, the cost of these cleanups have been prohibitively high and take too long to be attractive enough for the private entities to avail these grants, funds, or loans. Consequently, many brownfield sites remain under-utilized. Common post-cleanup uses include:

- leaving the sites vacant
- building a parking lot on the contaminated site ([our perspective on the negative impact of building parking lots](#))
- industrial sites with commercial zoning limits *not* zoned for residential use.

Our objective is to change this landscape by re-purposing these sites to generate new business and revitalize the local economy.

We believe that the contamination levels at these sites need to be brought down to safe levels and done sooner rather than later.

A case in point being that we recently completed cleanup of a site in Mays Landing, NJ that obtained a Response Action Outcome (RAO) - Unrestricted Use. A site that obtains an RAO - Unrestricted Use is eligible for a grant of up to 25 % of the cleanup costs incurred towards removal of hazardous discharge. We applied for the grant in *Feb 2022*; at this time the NJDEP (New Jersey Department of Environment Protection) has yet to open our file for review. Had we decided to wait for these funds, when we began the project in 2018, the time lost would have increased the risk of contamination in the Pinelands area.

Further, any climate action without addressing cleanup of contaminants is incomplete and, unfortunately, has not been a priority in the past among the policymakers funding these initiatives. These contaminants are persistent across generations, inevitably compounding the contamination over time. We believe that our approach to cleanup presents a path forward for communities to pull themselves from the negative impact of contaminated sites.

### 1.3 Company Values

Our company believes in treating every individual with respect while still negotiating the optimum deal for DeeAar Holdings. Since our projects require us to deal with engineers, customers, site remediation professionals, and state DEP case managers, each interaction defines an optimal deal and requires optimum care. We value clear, open, and honest communications.

### 1.4 Our Value Proposition

The table below shows the distribution of cleanup costs in USD across various cleanup technologies. Our focus is on bioremediation and our track record has proven that the costs of cleanup using our products is well below the mean costs for bioremediation. <sup>1</sup>

Cleanup Technology	Mean Costs	Median Costs
Air sparging or Soil Vapor Extraction	389,042.00	358,941.00
Bioremediation	446,098.00	139,506.00
Excavation	425,300.00	262,744.00
Pump-and-treat	574,038.00	230,000.00
Free product recovery	237,880.00	194,380.00

### 1.5 Vision

We plan to divide our vision into the cleanup of three types of sites:

- Sites with a small footprint ranging between 5 and 10 acres
- Sites with a large footprint, ranging between 10 and 50 acres, for example, sites that used to be former automotive maintenance shops
- Sites that are in the vicinity of environmentally sensitive areas but have limited economic potential

### 1.6 Milestones

Over the past five years we addressed four projects: two in York, PA, one in Mays Landing, NJ, and another in Antrim, NH.

- 601 N. Main St. - York - Cleanup completed and sold at a 35 % profit
- 6370-80 E. Blackhorse Pike - Site is clear of environmental issues and is listed at about 200 % of the purchase price. The price includes the cost of cleanup incurred

<sup>1</sup> Representative cleanup costs were gathered in the report prepared by the EPA from the cleanup of sites in Oklahoma and Florida.

- 2331 E. Market Street, York, PA - The site was cleaned up successfully to levels below the site-specific limit
- 74 N. Main Street, Antrim, NH - The site is currently active; we are coordinating our efforts with a professional geologist in New Hampshire to clean it up. This site is eligible for funding of activities approved by the New Hampshire Department of Environmental Services (NHDES)

In the above projects, we have demonstrated that our technology is clearly the faster and less expensive alternative to traditional methods. Using our approach drastically reduces the energy consumption used to cleanup these sites.

## 2 Products and Services - Features and Benefits

### 2.1 Product Service Idea

We offer financial services for our investors by buying properties that are contaminated with VOCs, remediating the site, and selling the properties back to the market. We consider our company to be a hedge fund that generates value from brownfields contaminated with VOCs.

### 2.2 Management Team

- [Dinkar Ganti](#), CEO and Developer
- [Marc B Lucier](#), In-house Counsel
- [Gnanu Ayyola](#), CFO and Co-founder
- [Libby Spangler](#), COO and Environmental Advocate

### 2.3 Limits and Liabilities

Our processes require appointing a licensed environmental professional for each site along with a site-specific insurance policy.

## 3 Company Details

DeeAar Holdings LLC  
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<sup>2</sup>Please email us at [dinkar@deearholdings.com](mailto:dinkar@deearholdings.com) reach out to us for the references cited in this brochure.