Michael Hoffman - Founder Profile and Platform Status

Supporting document · North Star Group Investor Document Library North Star Group, Inc. · Fairhope, Alabama · Prepared July 2026

Michael Hoffman

Founder and Chief Executive Officer, North Star Group, Inc.

Michael Hoffman has five decades of construction, real estate development, brokerage, and investment experience. He founded Hoffman Brothers Contracting in 1975, working residential rehab and renovation in Mobile, Alabama. After the 1986 tax reforms shifted his focus to commercial real estate, he earned his Alabama broker license, founded Southeast Capital Investments, and represented national retail clients including Wendy's and Captain D's. Between the 1990s and 2008 he completed five Walmart Supercenter site-selection and entitlement assignments across Alabama, working within a broader national rollout program that in total covered more than 1.5 million square feet.

He went on to develop sites for CVS, Walgreens, Starbucks, and other stores and restaurants. He also handled a brokerage assignment disposing of a convenience store chain, selling more than twenty individual locations one at a time - work that sharpened his read on what makes a specific site attractive to a buyer, as distinct from a whole-company sale. He served as the technical partner on a three-man team that redeveloped the 400,000-square-foot Huntsville Mall, responsible for construction management and remediation, and redeveloped a 50,000-square-foot department store in Anniston, Alabama, which served as his base of operations for roughly a decade. He later worked as a real estate consultant in North Dakota, including an apartment-complex development engagement for an institutional investor, and formed North Star Group, Inc. in 2013 as the vehicle for his real estate and investment work.

Logistics operating background

Mr. Hoffman's logistics knowledge is operational. He co-founded and ran a household goods moving company with his stepdaughter that grew from local operations to national scope, working in dispatch, driver recruiting, interstate operating authority, pricing, and shipment operations. Out of that operation grew ProHRHQ, an active CDL driver recruiting company, and a carrier intelligence system covering every U.S. motor carrier: an FMCSA data warehouse built from the complete set of twenty-four FMCSA Socrata datasets, refreshed monthly, holding 4.4 million carrier records with derived cohort grading that produces a rating and ranking for every carrier - live at prohrhq.com.

From manual method to national software

In the 1990s Mr. Hoffman developed LAVDEC, a six-factor framework (Location, Access, Visibility, Demographics, Economics, Competition) he used to underwrite retail site selection by hand, including the five Walmart assignments. iVerify automates the same category of judgment at national scale: a software screen ranking every U.S. market and candidate site by the same class of factors, rather than one broker underwriting one site at a time. The platform's cost methodology follows the same pattern: North Star prices development from a part-numbered component database and unit-pricing aggregation, a technical skill area of Mr. Hoffman's, rather than by comparison to finished-asset sales.

Mr. Hoffman designed and built the platform's software - Python and Flask web applications, MySQL/MariaDB and analytical databases, and geospatial processing - and remains North Star's principal architect and developer across the company's software repositories.

2023 to present: purpose, then platform

Following the loss of his son in 2023, Mr. Hoffman redirected North Star toward development work whose commercial discipline serves a public purpose, beginning with affordable, tech-enabled housing. That work grew into Ghana Medical City, a proposed 553-acre healthcare and education district in Akyem Apedwa, Eastern Region, Ghana, for which Mr. Hoffman secured soft site control by joint-venture agreement with the traditional authority and produced the master development agreement and development library (nsgia.com, cityplan.nsgia.com).

Mr. Hoffman then turned his attention to large-scale commercial and industrial real estate. That turn is the origin of the current North Star technology platform - iVerify, iPlacer, iSitePlan, iDevelop, iGrants, and iPlan - built over approximately two to three years and now applied to logistics real estate origination and development.

Current entitlement work: Eagles Flock

Concurrent with the platform build, Mr. Hoffman leads Eagles Flock, a personal development project on a roughly 32-acre Leaf River site in Hattiesburg, Mississippi. Part of the site lies in a regulatory floodway, where construction requires a FEMA no-rise certification demonstrating zero increase in flood elevation. Over 2026 Mr. Hoffman carried the project through the City's pre-application process, obtained the governing HEC-RAS hydraulic models for the river reach through public-records work at no cost, engaged a floodplain engineering firm for the no-rise analysis, and worked the site-plan review pathway through the City's planning department and city attorney. The project has advanced to the point that the planning department is ready to receive the submission to build in the floodplain.

How the work is organized

Mr. Hoffman's projects run on a consistent organizational pattern: a small principal group holding the core roles, with qualified specialists engaged to each project as the work requires - floodplain engineers, structural engineers, architects, brokers, and program managers, each local to the site. The pattern spans jurisdictions and counterparties: municipal planning departments, city attorneys, and mayors in Mississippi; a traditional authority in Ghana; federal data programs and motor carriers in the recruiting business. North Star's proposed development company follows the same design, with the founders holding origination, delivery, and capital roles and specialists added as the program funds.

Patents and systems development

Mr. Hoffman spent several years developing patented oilfield heating and fluid-management equipment through Hydra Heating Industries, LLC. That work produced eleven issued U.S. patents (itemized in the Intellectual Property Summary in this library) and the disciplines that go with them: systems engineering, intellectual-property development, prototype testing, manufacturing, and commercialization. One product line, the Dragon Wagon heating system, with a companion cooling system on the same design, advanced into commercial production and was built and sold for several years, serving oilfield and industrial process customers, before manufacturing-quality problems at the factory ended production. The experience set an engineering approach Mr. Hoffman later applied to real estate development: reducing complex work to standardized, repeatable systems. Three further patent applications are pending in housing and building technology - an Integrated Sustainable Housing System (U.S. Provisional Application No. 63/767,801), the FIRM modular SIP system, and the interlocking dry-stack brick geometry (U.S. Provisional Application No. 63/955,346, filed January 7, 2026) - and iVerify's national site-screening engine is patent-pending as "System and Method for Demand-Gated Geospatial Site Screening with Use-Specific Demand Signals and Multi-Layer Buildable-Area Computation" (USPTO App. No. 64/098,118, filed June 24, 2026). Mr. Hoffman's practice is to file provisional applications on core methods before sharing materials, so that investor and partner discussions proceed from filed priority dates rather than from nondisclosure agreements.

Professional references

Excerpted from letters of recommendation submitted in support of a prior Alabama real estate broker license application. Attributed by role rather than by name.

- **Former Real Estate Manager, national retailer:** "Your work as an Alabama Real Estate Broker was invaluable during the 5 Wal-Mart projects you and I completed. You provided top-notch site selection and entitlement services that led to major investments in various communities."
- **Securities expert, municipal finance firm (friend since the 1990s, business partner 2004-2009):** describes him as personally trustworthy and deeply knowledgeable, citing joint development work for CVS, Walgreens, and other retail clients.
- **Managing partner, private investment fund:** describes him as a diligent, self-starting consultant across multiple projects.
- **President, national architecture firm:** describes him as a hard worker, an innovative problem solver, and a man of integrity; cites shared work that grew into two jointly held pending patents.
- **Infrastructure developer, regional engineering group:** credits him with quickly assessing a wastewater infrastructure challenge and delivering practical, actionable solutions.
- **Former bank manager, national lender:** describes his real estate knowledge as institutional in depth, spanning the full life cycle from raw land to stabilized occupancy.

Reference letters are summarized from prior correspondence submitted for a different purpose; names and contact information are not published here. A confidential due-diligence dossier, including the broker license record, referral letters, and patent documentation, is available on request.

North Star Group - status, July 2026

Company	North Star Group, Inc., Alabama domestic corporation, formed July 29, 2013
Platform	Built and operating: iVerify, iPlacer, iSitePlan, iDevelop, iGrants, iPlan
Operating business	ProHRHQ, CDL driver recruiting and carrier intelligence; 24 FMCSA Socrata datasets refreshed monthly, 4.4 million carrier records, carrier rating and ranking; live at prohrhq.com
iVerify	National logistics site-screening engine; screening engine patent-pending, USPTO App. No. 64/098,118 (filed June 2026)
Development company	NewCo (proposed), to be formed by Michael Hoffman, Kent Batman, and Ricky Rayborn, each with a proposed one-third interest, subject to formation documents
First pilot	Interstate 10 at State Highway 73, near Beaumont, Texas (Golden Triangle); screen complete, published at winnie.nsgia.com; acquisition and build not yet executed
Capital request	$2,000,000 first close: about $1,000,000 platform preferred equity, about $1,000,000 predevelopment and site-control reserve
Program capacity, Base Case, 3-year	237 starts, 711 sites investigated, about $626.4 million of project capitalization
Track record	No realized exits, no capital returned to date; figures throughout the investor materials are modeled, not results

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