

Vuelo: Where Investment Meets Impact

Founders of Waypoint Companies, Poudre Bay, and Teleios Strategy announce partnership to launch investment company

Born from the shared vision of three prominent Northern Colorado firms, Vuelo (Spanish for “flight”) is poised to take off as a unique investment venture. The founders of Waypoint Companies, Poudre Bay, and Teleios Strategy have joined forces to build upon an established portfolio of investments in operating companies and real estate.

Vuelo’s mission goes beyond generating returns for investors by leveraging a thriving ecosystem that creates meaningful impact for businesses, communities, individuals and families alike. This vision resonates deeply with Vuelo partners Brian Smerud of Poudre Bay, Drew Yancey of Teleios Strategy, and Josh Guernsey and Tom Hall of Waypoint Companies.

Guernsey – whose background includes founding Waypoint Companies, as well as work at Prologis, and partnership at Brinkman Partners – brings a deep understanding of real estate investment, paired with a successful track record of founding, acquiring, and growing great companies. He views Vuelo as an opportunity to create something more meaningful than just financial gain.

“We have been investing in great operating businesses and real estate partnerships for years under the Waypoint umbrella. Now with Vuelo, we are focusing our intention on investments, not just as investors, but as creators and builders,” Guernsey says. “We build ecosystems of real estate and operating businesses that work together spinning a collective flywheel. We invest in what we know, what we understand and trust, and where we can make a real impact on performance. This isn’t just about numbers on a spreadsheet; it’s about creating something bigger, something that benefits everyone involved.”

Smerud, founder of Poudre Bay investment and development company and a top commercial broker and real estate investor with a background in spearheading business development projects, echoes Guernsey’s sentiment. His success in developing the Colorado real estate market and his enthusiasm for community development fuel his excitement about Vuelo.

“Fostering the growth of local businesses is something I’ve been passionate about for my whole career, and Vuelo is the culmination of that passion,” Smerud says. “Growth generates employment opportunities, invigorates the local economy, and ultimately leads to a thriving community. That brings meaning to what I do, and it’s what gets me up and moving every day.”

Yancey's role with Vuelo leverages his 15+ years of strategy consulting and executive leadership experience across multiple industries and in companies of all shapes and sizes. Yancey is founder of Teleios Strategy, providing strategic guidance to many of Northern Colorado's most dynamic companies. Yancey drives growth across Vuelo Ventures and Vuelo Real Estate Investments by building out scalable systems and processes, integrating acquisitions, and executing growth strategy.

"Building on the success of Waypoint, Vuelo represents an incredible opportunity to scale generational impact in Northern Colorado and beyond," Yancey says. "Professionally, there is nothing I am more passionate about than helping build and strengthen Northern Colorado businesses, especially ones that pour back into our community."

Rounding out the group is Tom Hall, partner and director of asset management at Waypoint Real Estate. With over 22 years of experience in commercial real estate, Hall is an expert in strategic planning and property management. He sees Vuelo as an opportunity to create positive ripple effects throughout the community.

"Investing in operating businesses is like being an architect of economic growth," Hall says. "We have the opportunity to identify and nurture promising local companies, helping them reach their full potential. This process not only creates value for our investors but also serves as a catalyst for economic growth, sending ripples of prosperity throughout the community."

Vuelo's two business units

Vuelo operates with two distinct arms:
Vuelo Ventures and Vuelo Real Estate Investments.

Vuelo Ventures: Investing in remarkable companies

Vuelo Ventures invests by acquiring or partnering in operating businesses in Colorado and Wyoming. The Vuelo team actively seeks out service-based companies with strong recurring revenue models and a positive reputation within the community. Ideal candidates typically have top-line revenue between \$1 million and \$10 million. Vuelo currently has eight start-ups, acquisitions or partnerships under its belt and several more in progress.

Because Vuelo is local, Vuelo Ventures offers a unique value proposition to business owners who are looking to exit or who are seeking a partner to help catalyze growth. With a commitment to carry forward the legacy that sellers have created in their organizations, Vuelo Ventures' approach is designed to provide peace of mind. Vuelo's track record demonstrates a commitment to care for their business and their people.

Additionally, sellers benefit from Vuelo's ecosystem of investments, which enables Vuelo to find value where others may not and to execute on unique growth strategies. Accredited investors, on the other hand, gain access to high-growth opportunities and mitigated risk through professional management expertise, ultimately creating the potential for atypically attractive risk-adjusted returns.

“For businesses that want to take care of their people, for business owners who have built something great and desire a personal exit strategy, or for business owners who want to remain on as an active partner but need investor capital to scale, we’re here to make it happen,” Hall says. “With access to capital investors, access to backend business services, and access to an ecosystem of complementary businesses, we can foster and feed the business alongside the owner.”

Vuelo Real Estate Investments: Investing in commercial real estate value-add opportunities

Vuelo Real Estate Investments leverages the team’s extensive experience and track record of identifying and capitalizing on promising real estate opportunities. Investors can access institutional-quality investments, benefit from economies of scale, and enjoy peace of mind that comes with professional management services. This combination offers the potential for above-market returns with mitigated risk.

With current investments in 40+ assets that exceed \$100 million in value, in Colorado and Wyoming, Vuelo Real Estate Investments is intimately familiar with these commercial real estate markets and the nuances of investing in the submarkets. By capitalizing on Vuelo’s ecosystem and the partnership with its family of companies, Vuelo maximizes asset performance in financial management, leasing, and property management services.

“Collectively, and alongside our Vuelo family of companies,” Guernsey says, “we have a depth of market intel that uniquely positions us to source real estate assets, assemble capital, and create value that mutually benefits the investors and the community.”

More than just an investment firm

Vuelo is a testament to the power of collaboration and innovation in driving positive change. By building an ecosystem that supports businesses, communities, and individuals, Vuelo is poised to take flight and create a brighter future for all.

Join the journey

Vuelo invites business owners, accredited investors, and anyone who shares its vision to join the journey. Contact Vuelo to learn more about our investment opportunities and how you can be a part of our mission.

The future of Waypoint

Waypoint Real Estate remains a dedicated partner for all brokerage, property management, and facilities maintenance needs. The Waypoint team will continue to operate under the Waypoint Real Estate name, providing the same reliable services its customers have come to expect. Longtime senior brokers with Waypoint Real Estate have assumed partnership roles with the brokerage services team and look forward to taking Waypoint Real Estate to new heights.