TURN-THE-KEY
DEVELOPMENTS

TROVECAPITAL™

TROVECAPITAL, LLC

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INTRODUCTION
THE TEAM

ABOUT US

Philadelphia, New Jersey & South Florida based real estate investment firm specializing in Multi-Family Opportunities, Luxury Single Family Homes, Apartment Complexes, Commercial Acquisitions and Affordable Housing.

The “Turn the Key” Program allows our company to utilize our special niche to identify and acquire tremendous land development opportunities with the City of Philadelphia to develop on vacant lots to provide both Affordable/Workforce & Market Rate homeownership. Our goal is to develop a “Luxury” product to the end consumer at an affordable cost while providing the buyers with an unmatched experience assisting them with the opportunity for additional grants, subsidiaries and best financial terms to get to the closing table.

THE TEAM

JUSTIN VEASEY PRINCIPAL

Justin Veasey is a Philadelphia-based real estate developer and strategist with a proven track record of transforming underutilized assets into high-value developments. As the founder of Trove Capital, established in 2025, Justin leads the firm's mission to deploy strategic capital across the Philadelphia, Boston, and Florida markets.

Justin has carved out a sophisticated niche in the industry, specializing in the acquisition of off-market properties, complex entitlements, and navigating the nuances of zoning and ground-up development. His ability to unlock value where others see obstacles has made him a trusted partner for high-net-worth individuals and family offices seeking premium investment opportunities.

Beyond equity, Justin maintains deep-rooted relationships with major financial institutions, leveraging a consistent track record of success to secure debt for large-scale projects. However, he believes that successful development is built on more than just capital; it requires community. Justin prioritizes building genuine relationships with neighborhood stakeholders to ensure every project aligns with the local vision. When he isn't shaping skylines, Justin is a dedicated family man. He resides in Philadelphia with his wife, Kirstin, and their two children, Santino and Vienna. Committed to giving back to the city that raised him, Justin is also actively involved in local charitable initiatives.

$25M
IN SOUTH FLORIDA

$15M
IN PHILADELPHIA

$10M
IN BOSTON

DANNY GOVBERG PARTNER

Danny Govberg is the visionary force behind The 1916 Company and a pioneering voice in the contemporary watch industry. With a career spanning nearly four decades, Danny has continually challenged convention; accelerating change, shaping the collector experience, and redefining the role of technology in luxury retail.As the third-generation leader of Govberg Jewelers, Danny transformed a respected Philadelphia storefront into a national destination for watch collectors. Long before the industry embraced pre-owned timepieces, Danny foresaw the potential of a secondary market built on trust, transparency, digital connection; and most importantly, fun. That vision laid the groundwork for the founding of WatchBox in 2017, and ultimately, The 1916 Company, uniting Govberg, WatchBox, Radcliffe, and Hyde Park Jewelers under a single, global brand.

Danny's passion for all things watch-related is matched by his entrepreneurial spirit and drive to embrace challenge. Over the years, he has founded and invested in a range of ventures, including a watch distribution business, a web-based watch repair platform, a media and publishing company, a coding and technology academy for children and adults, and a commercial real estate and development firm. Danny's bold ideas continue to shape the future of collecting, inspiring the next generation of entrepreneurs, creative minds, and industry leaders.

BRIAN GOVBERG PARTNER

Brian Govberg has been sharing his passion for horology with friends, family, and watch enthusiasts for as long as he can remember, having been raised against the backdrop of the luxury watch industry. He represents the fourth generation of the Govberg family to be actively engaged in the trade, holding the company's founding traditions of excellence in client service—and representation of exceptional products—in the highest regard. He currently serves as the Global Director of Sales for The 1916 Company, President of the Patek Philippe Boutique Miami Design District, and is a principal at Trove Capital.

PHILADELPHIA INVESTMENTS
FLORIDA INVESTMENTS
COMPLETED DEVELOPMENTS

OUR DEVELOPMENTS

PHILADELPHIA INVESTMENTS

01 | 2200 Christian Street

02 | 160-164 N 2nd Street

03 | 3100 Penrose Ferry Road

04 | 3200 Penrose Ferry Road

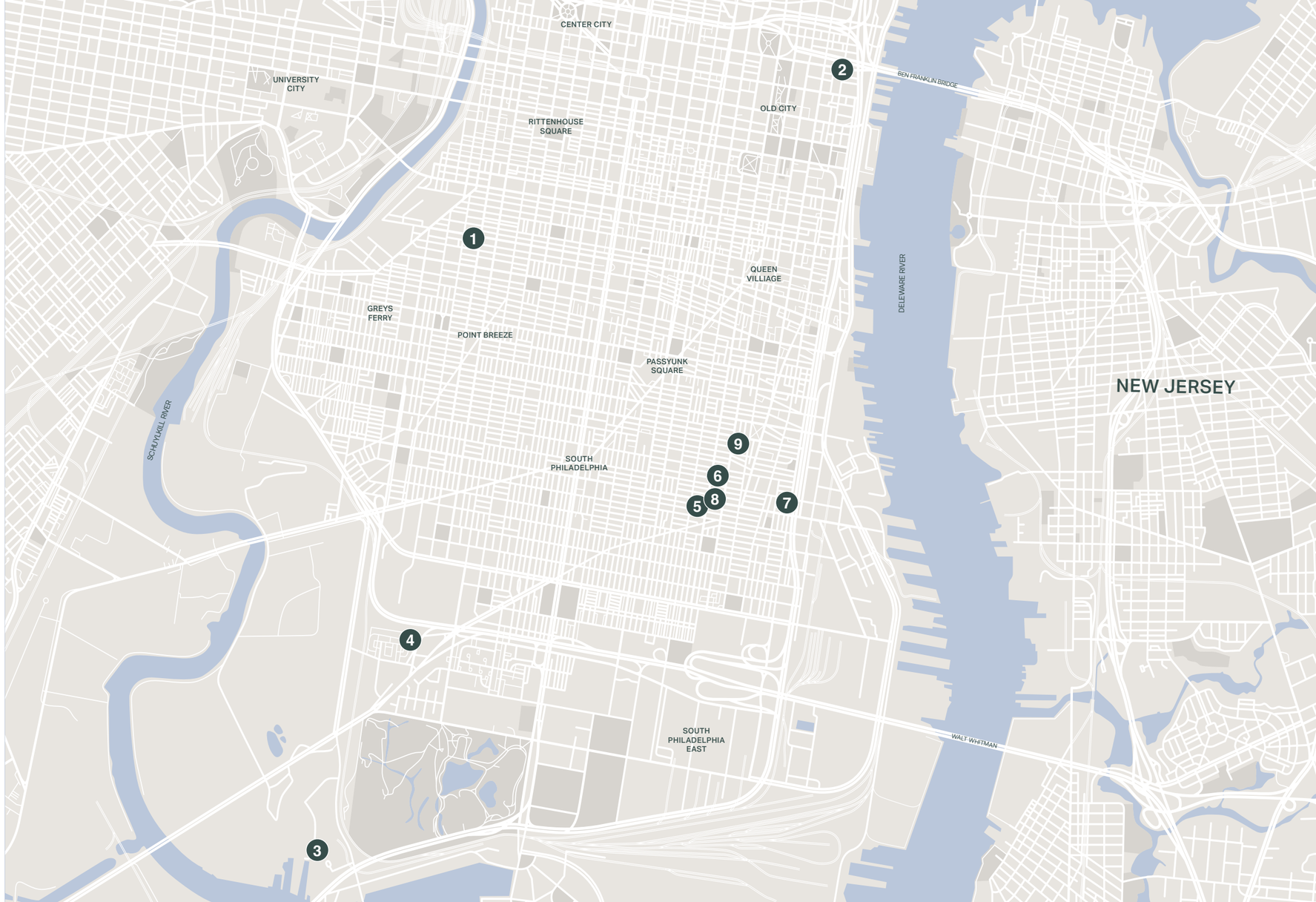
05 | 624-626 Cantrell Street

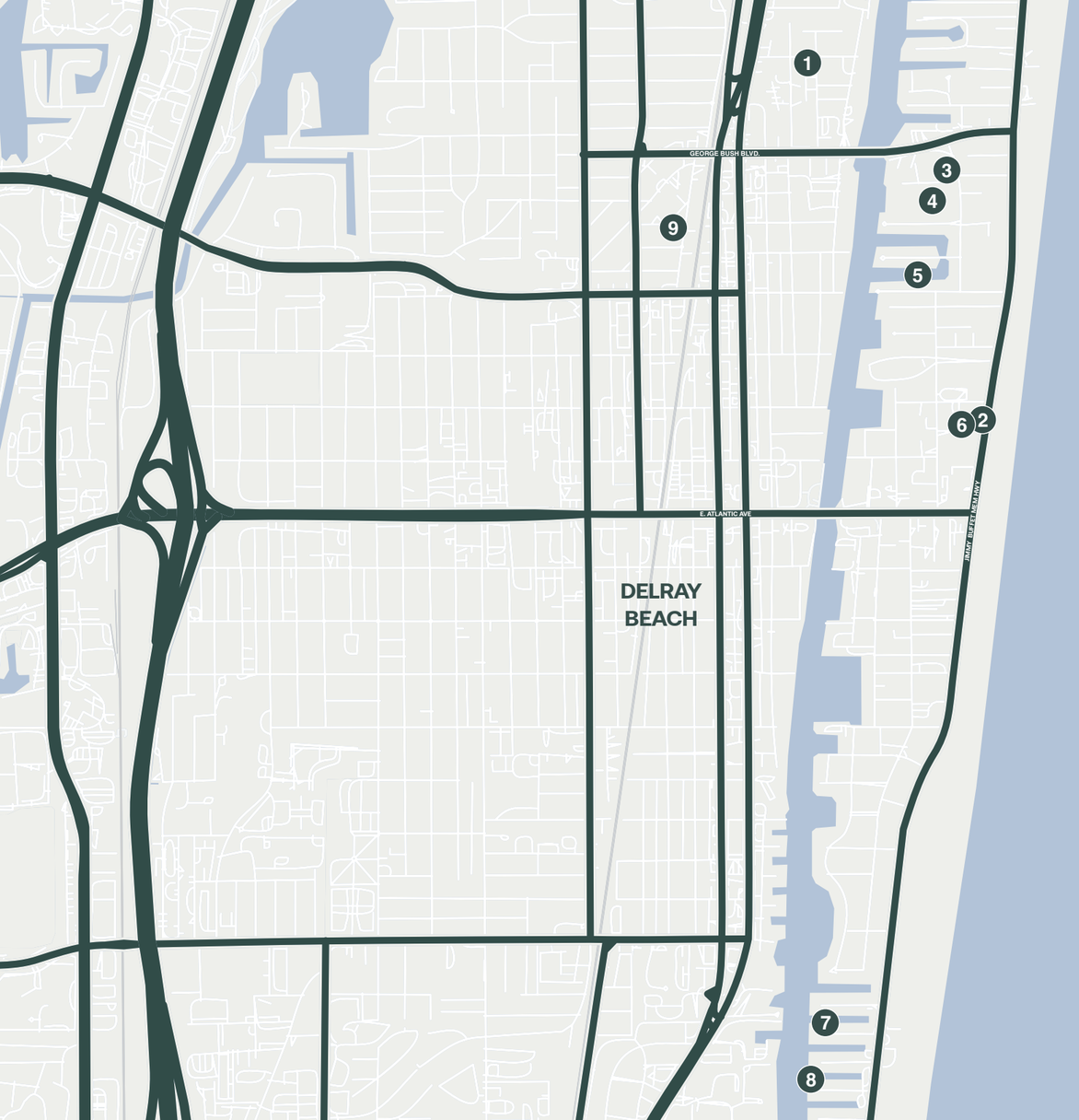
06 | 1919 S. 6th Street

07 | 100 Emily Street

08 | 2117 S. 6th Street

09 | 1739 S. 5th Street





SOUTH FLORIDA INVESTMENTS

01 | 1132/1136 NE 9th Avenue

02 | 222 N Ocean Blvd

03 | 808/810 Andrews Avenue

04 | 1125 Harbor Drive

05 | 1117 Beach Drive

06 | 218 N Ocean Blvd

07 | 1006 Brooks Lane

08 | 1004 Rhodes Villa Avenue

09 | 508/510 NE 3rd Avenue

2024 COMPLETED DEVELOPMENTS

PHASE 1: DISTRICT 1
Whitman/
South Philadelphia

411 Cantrell Street
418 Cantrell Street
424 Cantrell Street
432 Cantrell Street
434 Cantrell Street
424 Mercy Street
426 Mercy Street
372 Cantrell Street
535 Winton Street
537 Winton Street
737 Tree Street
702 Cantrell Street

PHASE 1: DISTRICT 1
Somerset/
Port Richmond

2148 E Birch Street
2150 E Birch Street
2154 E Birch Street
2156 E Birch Street
2154 E Stella Street
2155 E Stella Street
2156 E Stella Street
2157 E Stella Street
2158 E Stella Street
2159 E Stella Street
2160 E Stella Street
2161 E Stella Street

2026 UPCOMING DEVELOPMENTS

PHASE 2: DISTRICT 1
Whitman/
South Philadelphia

518 Pierce Street
2315 S Marshall Street
2549 S 3rd Street

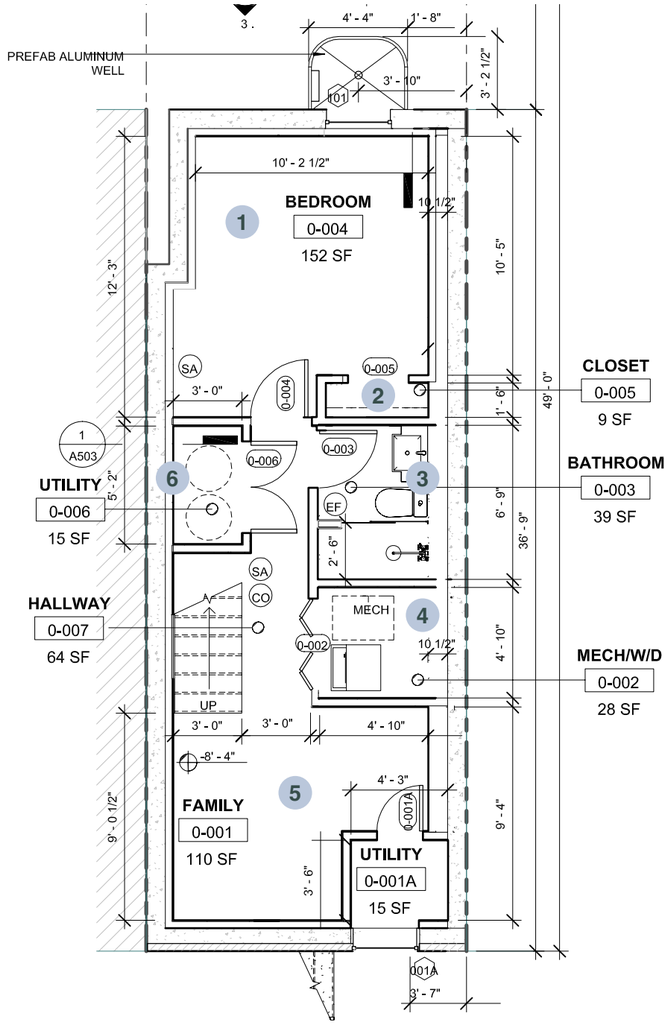
PHASE 2: DISTRICT 2
Point Breeze/
South Philadelphia

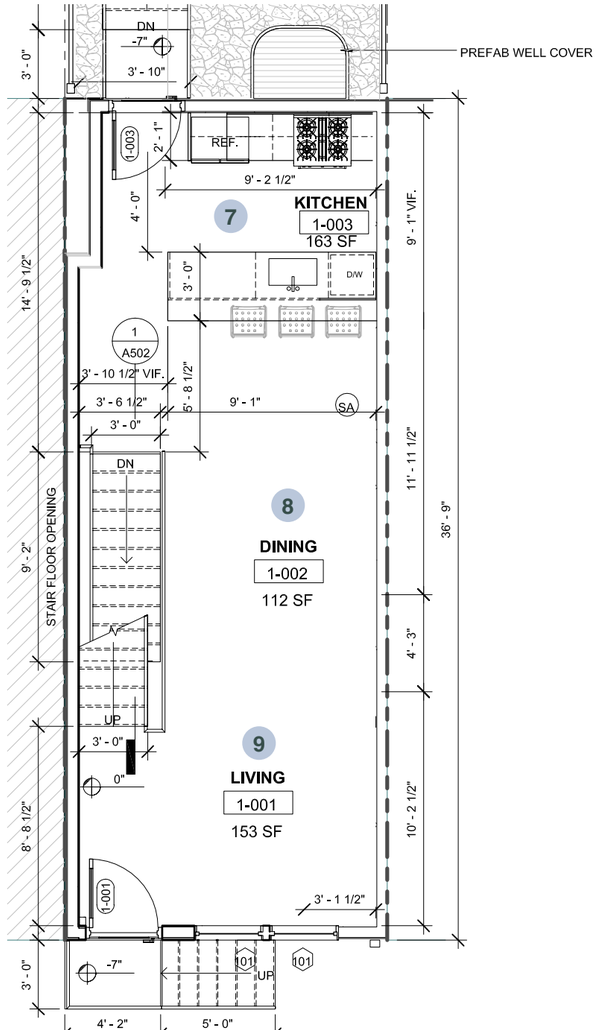
1343 S Colorado Street
1508 S Cleveland Street
1509 S Cleveland Street
1700 S Ringgold Street
1808 S Fernon Street
1932 Watkins Street
2024 Gerritt Street
2026 Gerritt Street
2603 Wilder Street
2635 Latona Street

SITE PLAN
FLOOR PLANS
FEATURES & SPECS

THE BUILD

FLOOR PLANS





BASEMENT

01 | **Bedroom #1** 12’ 3” x 10’10”
02 | **Bedroom Closet #1** 4’ 10” x 1’ 6”
03 | **Bathroom #1** 6’ 9” x 4’ 10”
04 | **Laundry Room** 4’ 10” x 4’ 10”
05 | **Family Room** 9’ 4” x 10’ 10”
06 | **Utlility Room** 5’ 2” x 3’

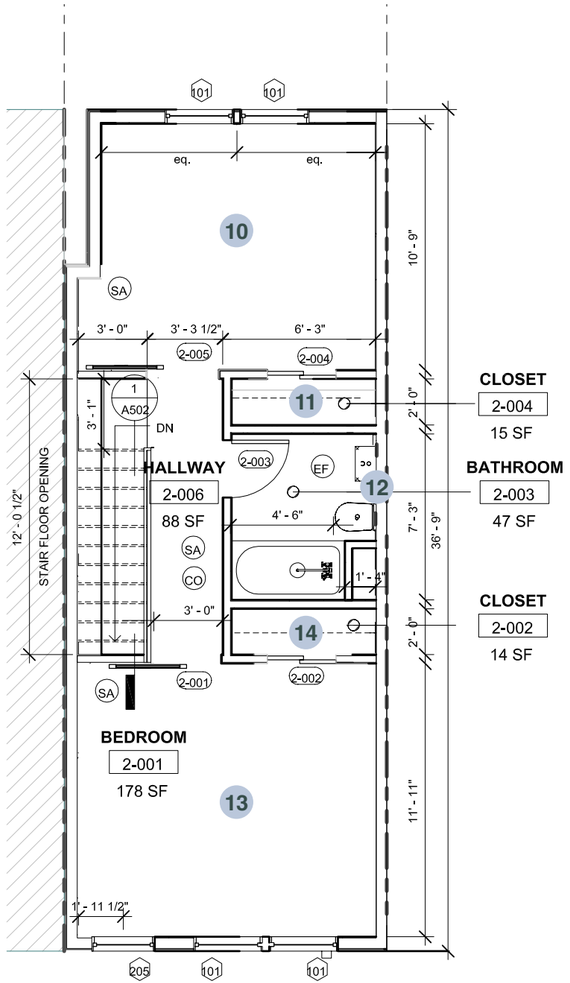
FIRST FLOOR

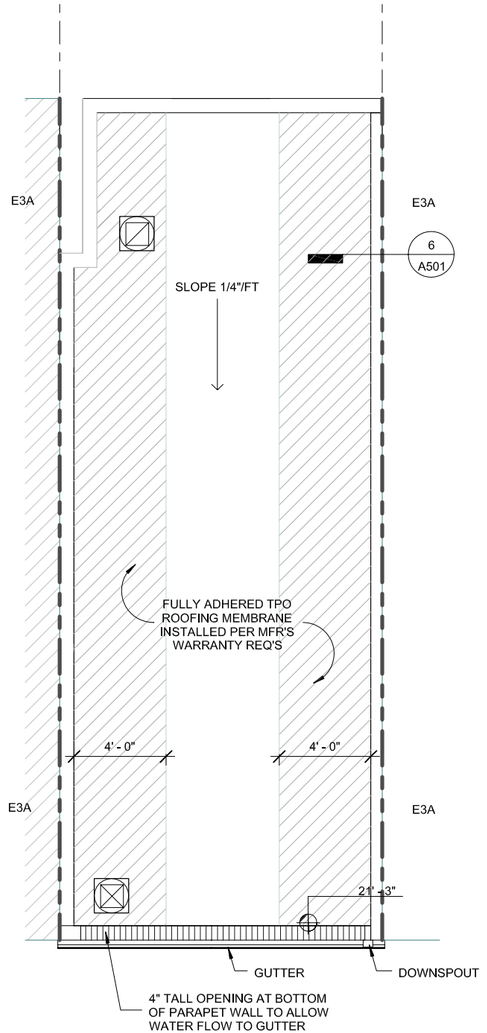
07 | **Kitchen Area** 9’ 1” x 12’ 7.5”
08 | **Dining Room** 16’ 2.5” x 9’ 1”
09 | **Living Room** 10’ 2.5” x 12’ 7.5”

FLOOR PLANS

SECOND FLOOR

10 | **Bedroom #2** 10’9” x 12’ 6.5”
11 | **Bedroom Closet #2** 2’ x 4’ 6”
12 | **Bathroom #2** 7’ 3” x 4’ 6”
13 | **Primary Bedroom** 11’ 11” x 12’ 6.5”
14 | **Primary Bedroom Closet** 2’ x 4’ 6”





ROOF

FEATURES & SPECS

EXTERIOR

- Glen-Gery Red/Gray Exterior Brick
- Certain Teed's Encore Sterling Gray Exterior Siding
- Simonton White Exterior Windows

INTERIOR

- Recessed LED Lighting Throughout the Home
- Electric Hot Water Heater
- LVL Flooring Throughout
- Black Interior Door Hardware
- Electric HVAC Heating/Air Condition Central System

KITCHEN

- Kitchen Aid Refrigerator/Freezer
- Kitchen Aid Microwave
- Kitchen Aid Dishwasher
- Kitchen Aid Oven/Stove
- Black Kitchen Faucet
- White Shaker Kitchen Cabinets

BATHROOMS

- White Bathroom Vanities
- Mirrors
- Black Plumbing Fixtures
- Tub/Shower Inserts
- Black Shower Rod
- Black Tub/Shower Fixtures

EXTERIOR FINISHES
INTERIOR FINISHES

THE FINISHES

**All Finishes/Selections are Subject to Change at Developer's Discretion without Notice to Buyers*

EXTERIOR FINISHES

OUTDOOR LIGHTING
ORRIN ELLIS
12” Outdoor Wall Lights
Integrated LED Cylinder
Up Down 12W 2700K

ADDRESS NUMBERS
COLORTREE
Floating House
Numbers Address
Street Sign Plaque

MAILBOX
JSSMST MAILBOXES
Large Capacity Letter
Box, 14.3 x 4.1 x 11.8
Inch, Black

APPLIANCES

HOT WATER HEATER
BRADFORD WHITE
50 gal. Tall 4.5kW
2-Element Electric

DISCLOSURE:
All Renderings are for visual purposes of pre-sale and don’t reflect the actual outcome or potential finishes.

KITCHEN FINISHES

KITCHEN FAUCET
KOHLER
Essa Single-Handle Bar Faucet with MagnaTite Docking in Matte Black

GARBAGE DISPOSAL
INSINKERATOR
Badger 1 W/C, 1/3 HP Continuous Feed Kitchen

CABINET HANDLES
RAVINTE
25 Pack 2” Square Cabinet Pulls
Matte Black-Single Hole

PENDANTS
SAMPHON
4” Pendant Lights, 25W Cylinder Hanging Lights with Dipswitch

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BATHROOM FINISHES

BATH ROD
THESTOA
Shower Curtain Rod
Adjustable 43-78 inch,

BATHROOM FAUCET
NICOLI
Color:Black

TOILET
AMERICAN STANDARD
Cadet Pro Round-Front Two-Piece

SHOWER & TUB FAUCETS AND TRIM
ESNBIA
Matte Black

MIRROR
TRAHOME
Bathroom Vanity Mirror for Wall,
2 Pack 36” x 24” Shatterproof

HARDWARE KIT
RUBY.Q
10pcs Set, 16” Towel Bars, Paper Holders, Towel Rings, Robe Hooks

SHOWER SURROUND
DELTA
34 in. L x 48 in. W x 72 in. H 4-Piece Alcove-High Gloss White

TUB SURROUND
DELTA
60 in. x 32 in. Alcove Left Drain Bathtub and Wall Surrounds in High Gloss White

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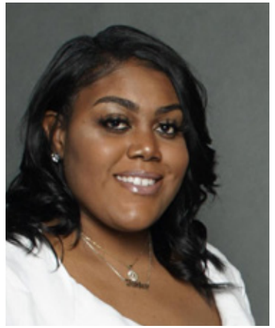
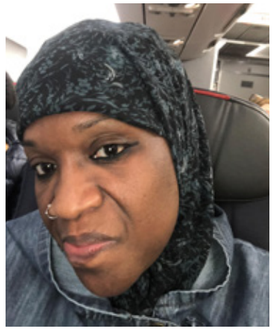
TESTIMONIALS



“Justin Veasey & partner Danny are setting new standards in affordable housing development, particularly through their involvement in Philadelphia’s groundbreaking Turn the Key program. This initiative is designed to create homeownership opportunities and aims to construct 1,000 price-restricted homes for first-time buyers by providing city-owned land to private developers and subsidizing mortgages. Justin has been at the forefront of making this vision a reality.

Demonstrating their commitment to community development, Justin and Danny constructed the first home sold through Turn the Key. This milestone underscores their dedication to delivering premium housing solutions and exemplifies their mission to provide high-quality housing that is both accessible and affordable, positively impacting the Philadelphia community. If you’re looking for a real estate firm that truly understands the value of investing in communities and making a lasting impact, Justin and Danny are the ones to trust. Their dedication to excellence makes them a standout in the industry.”

ASHLEY STUKES-MARTIN TURN THE KEY PROGRAM MANAGER



“I began my home owner journey with the TTK program on New Year’s Eve 2024.I viewed many beautiful homes during the process, but met Justin Veasey who checked all my boxes with the home buyer process. Justin answered all my questions, he made me feel comfortable and most of all I could always get him on the phone. I witness my beautiful home being built from the ground up. When I purchased my home, it was an empty lot that I watch transform into a wonderful place for me to live. Justin kept me in the loop the entire time as I had many questions about the process as well as how my home would look when it was done. I enjoyed being able to talk to the owners of the property I was purchasing versus third-party representatives. Justin made himself available when I wanted to go in to see the progress, he assured me that my home would be gorgeous. I love it!! I’m thankful for the TTK program which help make my dream of being a home buyer come true.”

MALIKA BEY NEW HOME OWNER

“I’ve had the pleasure of working with Danny Govberg and Justin Veasey on several Land Bank Development deals, and I can’t speak highly enough of the overall experience and delivery. Justin is determined and aggressive to acquire as many opportunities as possible to help the City of Philadelphia achieve the goal of 30,000 affordable homes. We started working together back three (3) years ago when I was presented with their first proposal. Thus far- Justin & Danny have delivered on their promises and are a great addition to the developers in this program mainly because they have the capital, bandwidth, and speed to deliver on their promises which have made several happy first-time home buyers thus far. Another good thing with these two (2) guys is that they get heavily involved in the community that they develop in so they always obtain the neighborhood support which is respected by all of the RCO Leads.”

MARK SQUILLA 1ST DISTRICT CITY COUNCILMAN

“As a lawyer focused on real estate development in Philadelphia for the last 10 years, I’ve had the privilege of working alongside the dedicated developers, Justin Veasey and Danny Govberg who are not just building properties—they’re building opportunities. Together, we’ve navigated complex zoning laws, secured critical financing, and ensured compliance with affordable housing and City requirements—all with one shared goal: to make quality, affordable homes a reality for the people who need them most. It’s incredibly rewarding to be part of projects that strengthen communities with people who care about the product they are providing for the people of Philadelphia.”

PRITZKER LAW GROUP, LLC- WBE BUSINESS OWNER RACHAEL PRITZKER

“I just wanted to reach out to you guys as well as PHDC and thank you immensely for the great job you all did in my new home! I am truly grateful for the Turn the key program and all its partners that made this all possible. This process was seamless, and I would recommend anyone whose goal is homeownership to pursue this opportunity. A big thank you to Justin and Danny for going above and beyond during my home ownership journey with your continued support with the inspections, customizing my paint and chandelier, and connecting me with the title company made all the difference. Your attention to detail when developing this home was outstanding. I genuinely appreciate your hard work and professionalism.”

NEW HOME OWNER MIKIA FREEMAN

“Working with Danny and Justin has been one of the most rewarding partnerships our company has experienced. Their deep understanding of development, their ability to execute with precision, and their forward-thinking approach have made a lasting impact—not just on the projects we’ve completed together, but on our business as a whole. Their professionalism, transparency, and attention to detail create a level of trust that’s rare in this industry.From day one, they were hands-on, communicative, and committed to delivering high-quality work. They don’t just build homes—they build value.

Through our collaboration, we saw a significant increase in both revenue and project volume. Their leadership and efficiency allowed us to scale with confidence and take on more ambitious work than we had before. It’s clear that Danny and Justin are driven not only by success, but by a genuine desire to raise the bar in every development they touch. If you have the chance to work with them, take it—you’ll see the difference right away.”

RASHAD MCGHEE PRIME ELECTRICAL, LLC- MBE BUSINESS OWNER

Thank you for taking the time to learn more about our company. We are excited about what the future holds and the opportunities to continue building strong, lasting relationships.

For any questions please reach out to:
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