



Perfect Housing LLC

Landlord Business Plan

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Executive Summary

Perfect Housing LLC (also referred to as "the Company"), based in Chicago, Illinois, is a dynamic real estate company specializing in both property sales and rentals. Focused primarily on the Chicago market, the Company engages in residential and commercial real estate, with plans to diversify by expanding into the rental property sector. Perfect Housing LLC aims to acquire properties at least 20% below market value for profitable flips while also holding properties within its rental portfolio to generate steady income. With a highly experienced management team, the Company is well-equipped to ensure the long-term success of its operations. To support these growth initiatives, the owner is investing \$100,000 in personal funds to achieve the objective of this business project.

Perfect Housing LLC is registered in the state of Chicago and headquartered in Illinois. Ownership is held by Jessica Blake.

Business Model: Perfect Housing LLC's business model revolves around acquiring, flipping, and renting properties in the Chicago area. The Company generates revenue through two primary streams: property flipping and rental income. For property flipping, the Company purchases properties at a minimum of 20% below market value, renovates them, and sells them for a profit. Rental income comes from maintaining a portfolio of residential and commercial properties, offering steady, long-term cash flow. Major expenses include property acquisition costs, renovation and maintenance costs, property management, and operational expenses related to marketing and staff. Additionally, the Company incurs costs related to financing, including interest payments on loans for acquisitions and renovations.

Unique Selling Propositions: To differentiate itself in a competitive market, Perfect Housing LLC offers several unique selling points (USPs) that set it apart from other real estate companies:

- Strong financial model projecting \$1.4 million in revenue and \$263k net profit by year three.
- Aggressive and creative marketing strategy to maximize visibility and brand recognition.
- Passionate ownership with a sharp eye for identifying high-potential real estate investments.
- Diverse portfolio offering both residential and commercial rental properties.
- Bilingual team to effectively serve a wider demographic of tenants and clients.
- User-friendly, SEO-optimized website showcasing available properties and services.
- Personalized neighborhood guides help tenants connect with the community.
- Reliable property management focused on tenant satisfaction and retention.

Market Size: According to market research firm IBISWorld, the real estate and rental and leasing industry in the U.S. industry has seen an average annual growth rate of 2.3% over the five years to 2021, positioning industry revenue to \$1.103 trillion in 2021. These trends are expected to continue over the next several years, as is the overall growth in the industry. The U.S. real estate and rental and leasing industry is projected to see an average annual growth rate of 0.1% over the five years to 2026, placing industry revenue at \$1.108 trillion in 2026.¹

Marketing: Perfect Housing LLC will implement a multi-channel marketing approach, primarily focusing on digital platforms. Property listings will be posted on popular sites like Zillow, Trulia, and Craigslist to maximize visibility. A dedicated, user-friendly website—optimized for search engines—will showcase available properties and services. Social media platforms such as Facebook, Instagram, and Twitter will be leveraged to build community engagement and brand awareness. Additionally, the Company will distribute neighborhood guides, use targeted email campaigns, and issue press releases to enhance credibility and attract both tenants and investors.

Target Market: Perfect Housing LLC targets a diverse range of customers within the Chicago real estate market, including individuals and families seeking affordable and high-quality residential properties for rent or Purchase. The Company also focuses on small businesses and start-ups in need of commercial spaces for office or retail purposes. Perfect Housing LLC anticipates that the primary customers of its products and services will vary depending on the local market, with a particular focus on distressed sellers, including those facing divorce, death, tax liens, or urgent relocations. The target market region includes the Illinois State market and surrounding areas such as Alabama, Florida, Arizona, and Connecticut. By catering to both residential and commercial tenants, Perfect Housing LLC

¹ "Real Estate and Rental and Leasing in the US." IBISWorld. 2020. Obtained at www.ibisworld.com.

aims to serve professionals, students, and local entrepreneurs, providing them with well-maintained properties in desirable, well-connected neighborhoods.

Management: Perfect Housing LLC is led by Jessica Blake, the Owner and CEO, who brings over a decade of experience in real estate, property management, and business development. A licensed real estate agent, Jessica is well-versed in market analysis, client relations, and investment evaluation. Her leadership is characterized by a strategic, client-focused approach, with a strong emphasis on delivering high-quality housing solutions and exceptional property management services. Under her guidance, Perfect Housing LLC is dedicated to acquiring and managing properties that offer reliable income streams and enhance the value of neighborhoods. The Company's management team also includes a manager overseeing daily operations, an administrative assistant providing administrative support, and a bilingual representative facilitating communication with non-English-speaking tenants. Together, they ensure the Company operates smoothly, maintains high tenant satisfaction, and fosters long-term growth.

Financial Overview: The Company expects steady growth over the first three years of operation and projects the following revenue to be generated:

	Year 1	Year 2	Year 3
Revenue	\$360,900	\$507,319	\$600,919

➤ **OBJECTIVE**

The purpose of this plan is to provide the information necessary to evaluate the scope and future growth of Perfect Housing LLC in the marketplace. In addition to serving as a roadmap for management, the plan will show that:

1. A significant market opportunity exists when analyzing the current market demands and competitive landscape;
2. The management team set in place is qualified to execute a well-thought-out operational, marketing and sales strategy and
3. The correct capital structure will allow for a long-lasting, profitable business.

The owner is investing \$100,000 in personal funding to achieve the Company's objectives. The funding will be allocated in a variety of ways, including staffing, operations, and marketing initiatives. The investment risk is minimal based on the management experience and industry growth rates. Perfect Housing LLC's financial model shows consistent growth for the brand over the next three years. By year three, plans call for the Company to achieve \$600K in annual gross revenue with a net profit of \$130K or approximately 21.68%.

Start-up Summary

The following tables and graphs detail the funding the business will need to bring the vision to reality. Start-up funding includes all the expenditures, both start-up assets and start-up expenses, incurred before the Company starts earning revenue. The asset table's working capital element represents the cash balance at the beginning of Month 1 of the financial projections.

Use of Start-up Funding

Expenses

Legal Fees	\$5,000
Grand Opening Advertising	\$3,000
Website Development	\$2,000
Initial Office Supplies	\$500

Long-term Assets

Computer & Accessories	\$2,000
Furniture	\$1,000

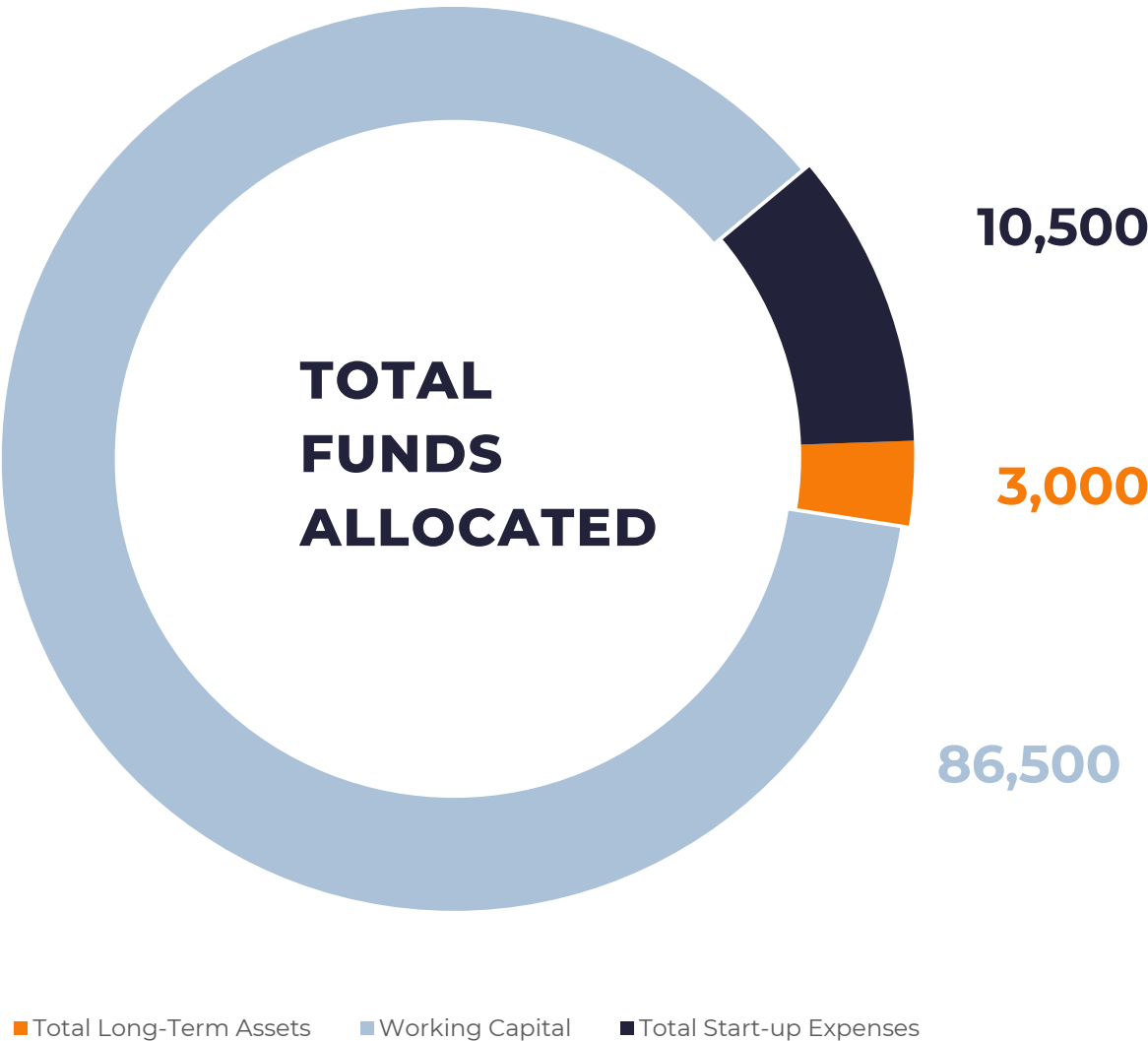
Short-Term Assets

Working Capital	\$86,500
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Total Expenses & Assets

Total Start-up Expenses	\$10,500
Total Start-up Assets	\$89,500

As shown in the charts above and the graph below, the total start-up funding needed to successfully implement this venture is \$100K. The founder/owner has invested \$100K in personal funds to create the Company's brand. As depicted above, \$10.5K will be used for start-up expenses, and \$3K will be used to purchase long-term assets. The remaining balance of \$86.5K will be used for working capital.



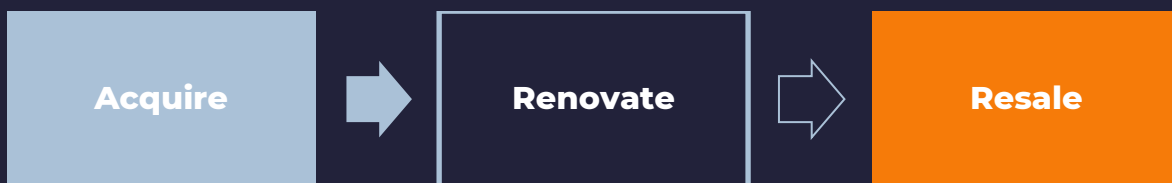
Perfect Housing LLC

Perfect Housing LLC deals with the Purchase and sale of all real estate, Single-family homes, multi-family, mobile homes, and mobile home parks, mainly in Chicago. The Company makes the lives of families easier and affordable and helps make up-and-coming communities evolve into something that they have not seen before. Perfect Housing LLC adds embellishing features that will bring the value of the community up. Third-party service providers will handle rehabilitation services. The Company will buy properties in areas with growth potential near good schools, allowing families to have a stable home to grow with the surrounding community. The Company wants clients to feel secure in the properties to support their growing lifestyles.



Option 1: Hold the property in a rental portfolio, which yields an above-market capitalization rate. The Company will utilize this option to expand and diversify business into the rental properties business.

Option 2:



Acquire → Renovate/Remodel → Retail/Resale

In this case, the Company will purchase properties at 20% below market value at the least. The property would only be acquired if the cost to acquire, including soft costs (insurance, utilities, debt service payments) and hard renovation improvement costs (capital improvements), is less than 80% of the after-repairs fair value. The Company intends to sell the property within ~90 days after completing all the renovations/remodeling (depending on the scope of renovation) with a list price below its retail value to ensure a curtailed marketing period with aggressive price monitoring weekly.

From the acquisition of retail to the resale of properties, the Company is confident that it will continue to manage a property turnover rate of 90-120 days or better.

► PRODUCTS & SERVICES

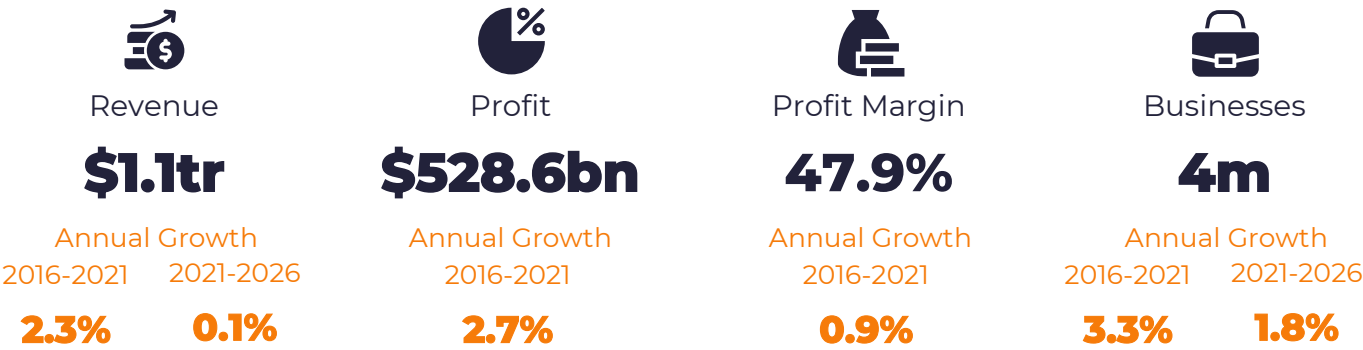
Perfect Housing LLC offers a range of real estate products and services focused on providing safe, affordable housing and strong investment returns. Its core offerings include buying and selling residential properties, acquiring and renovating distressed homes, and offering rental properties. The Company also provides full remodeling services (interior, exterior, kitchen, and bathroom), custom home construction, and real estate consulting. Perfect Housing also partners with investors through passive and active income opportunities, catering to various risk and return preferences. All services aim to enhance community value while generating consistent property turnover and stable cash flow.



Market Analysis Summary: Real Estate and Rental and Leasing in the US²

The U.S. Real Estate and Rental and Leasing sector has demonstrated remarkable resilience and growth, expanding at an annualized rate of 2.3% over five years to reach \$1.1 trillion by 2021. This growth was driven by a surge in housing starts, soaring home prices, and record-low interest rates that spurred increased homeownership and construction activity. Even amid the disruptions of the COVID-19 pandemic, the sector remained buoyant, supported by continued forbearance programs and strong demand for rental, leasing, and equipment-related services.

Importantly, rising per capita income and a resurgence in domestic travel have fueled growth in the automotive and general goods rental segments, signaling expanding consumer confidence. While the industry faced temporary setbacks due to pandemic-related uncertainties, the overall performance and profitability remained solid—especially among real estate-focused operators.



Although sector revenue growth is expected to moderate slightly through 2026, key market indicators suggest ongoing opportunities. As financing conditions stabilize and construction rebounds, Perfect Housing LLC is ideally positioned to capitalize on shifting market dynamics. With a focus on affordable housing, property rehabilitation, and strategic rentals, the Company stands to benefit from the sector's strong foundation and evolving demand for value-driven real estate solutions.

² "Real Estate Rental and Leasing in the U.S." IBISWorld. 2021. Obtained at www.ibisworld.com

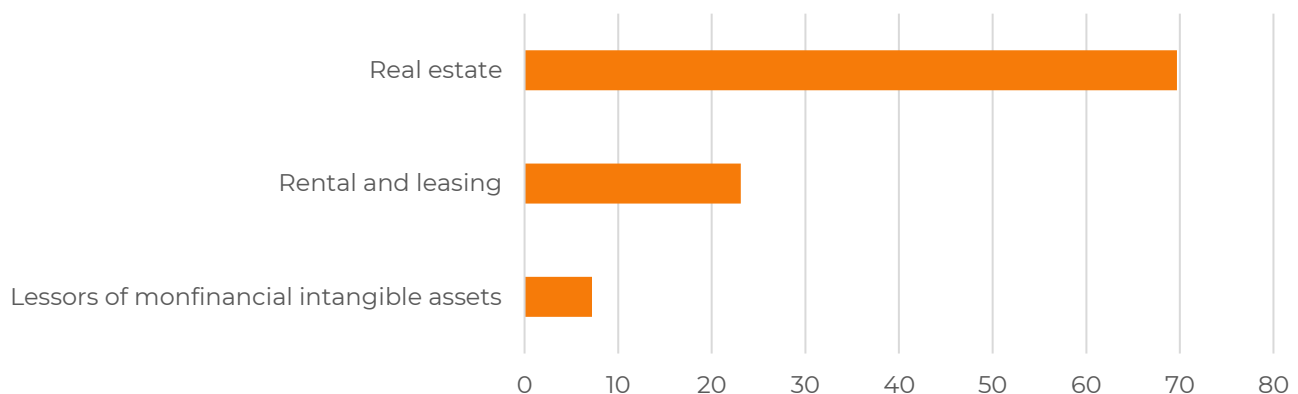
► DEMAND AND DETERMINANTS

Demand in the real estate and rental and leasing sector is primarily driven by consumer affordability, which is closely tied to per capita disposable income and employment levels. When incomes rise, demand for housing and rental services increases; demand weakens significantly when they fall, especially during periods like the 2020 COVID-19 pandemic. Homeownership rates also influence the sector, as higher ownership reduces the need for rental properties. Interest rates play a critical role, too—low rates can stimulate housing purchases and leasing activity, while high rates increase the cost of leasing depreciable assets like vehicles and equipment. Additionally, construction activity affects equipment rental demand, and growth in domestic travel boosts demand for automobile and leisure-related rentals.

► SERVICES SEGMENTATION

The Real Estate and Rental and Leasing sector is divided into three main subsectors: Real Estate, Rental and Leasing Services, and Lessors of Nonfinancial Intangible Assets. The Real Estate subsector, making up 69.7% of total revenue in 2021, is the dominant contributor, driven by strong performance in apartment rentals and real estate brokerages, despite temporary setbacks from COVID-19 restrictions. The Rental and Leasing Services subsector, accounting for 23.1% of revenue, includes the rental of tangible goods like cars and industrial equipment and has been impacted by reduced travel and the pandemic's effect on major players. Lastly, the Lessors of Nonfinancial Intangible Assets subsector contributes 7.2% of sector revenue and involves leasing rights to intangible assets such as patents, trademarks, and franchise agreements.

Products and Services Segmentation



2021 INDUSTRY REVENUE

\$1.1tr

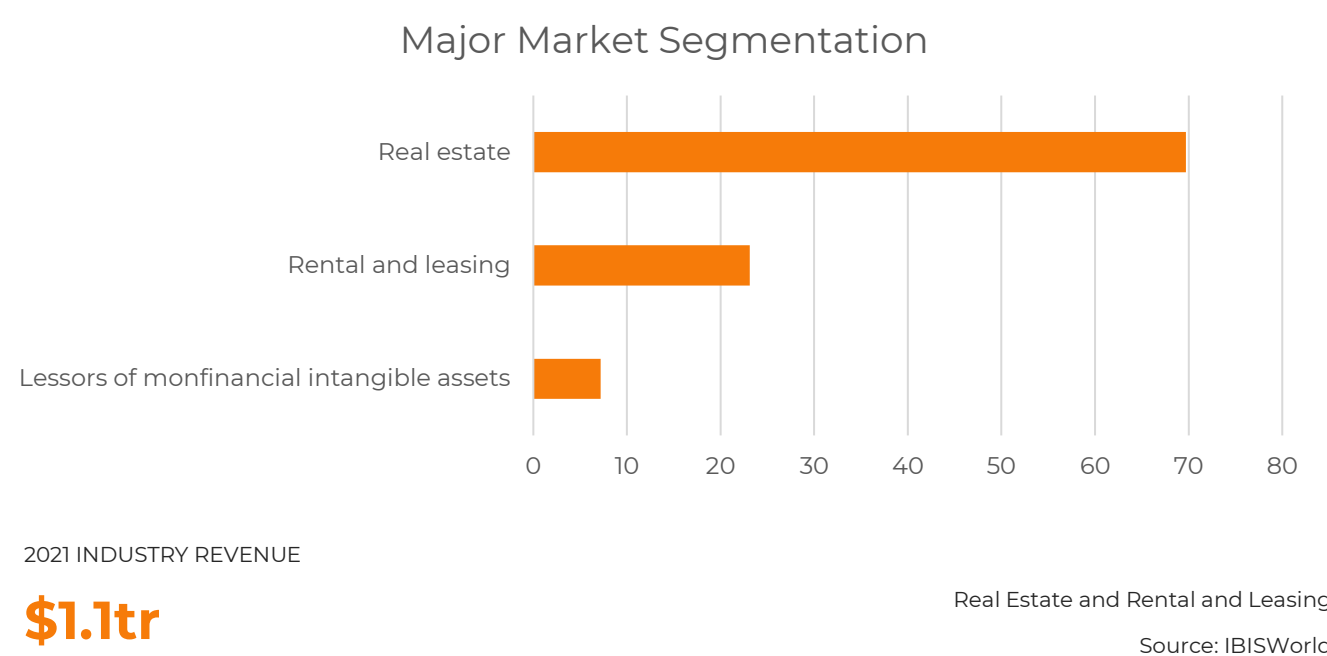
Real Estate and Rental and Leasing

Source: IBISWorld

➤ MARKET SIZE

Research shows the number of establishments in the industry is approximately 3,613,301, which is expected to increase at an average annual rate of 1.7% over the next five years to reach 3,932,394 in 2026. Sector profitability, defined as earnings before interest and taxes, is expected to account for 47.9% of sector revenue in 2021, up from 46.0% in 2016. Applying these margins to the revenue figures in the Market Analysis Summary would equate to profits of \$528 billion in 2021 and \$531 billion in 2026. These trends bode well for Perfect Housing LLC, as they show the substantial profits that are available for successful industry players.³

➤ MAJOR MARKET SEGMENTATION



The Real Estate and Rental and Leasing sector is primarily driven by the household and consumer market, which accounts for 65.5% of total revenue, while business and industry make up the remaining 34.5%. Consumer demand dominates due to the high volume and value of residential real estate transactions, whereas business demand is more prominent in the rental and leasing of equipment and vehicles. While the pandemic temporarily suppressed consumer activity due to rising unemployment and reduced income, this segment is expected to rebound as economic conditions improve and job markets stabilize, reaffirming its position as the sector's primary revenue driver.

³ Ibid.

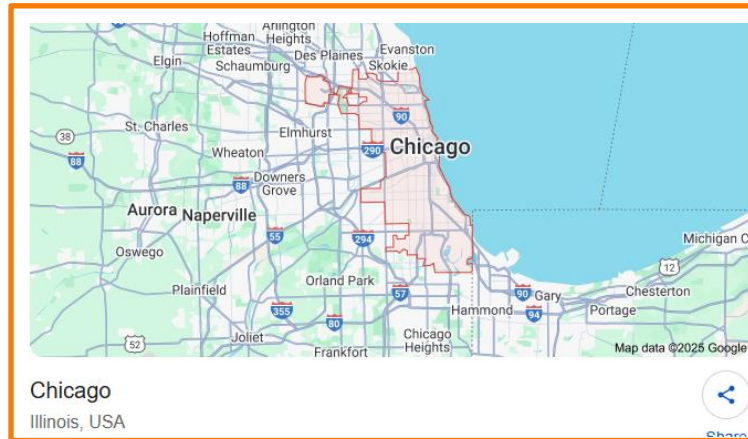
Operational Strategy

➤ LEGAL STRUCTURE

Perfect Housing LLC will be a Limited Liability Company registered in the state of Illinois. Ownership will be held by Jessica Blake.

➤ LOCATION: CHICAGO, ILLINOIS

Perfect Housing LLC will operate in Chicago, Illinois, a vibrant city with a diverse population and strong demand for quality housing. As the third-largest city in the U.S. with over **2.6 million residents**, Chicago offers significant opportunities for residential rental businesses, particularly in well-connected neighborhoods with access to public transportation, schools, healthcare, and employment centers. The city's mix of historic properties and modern developments provides investment



opportunities in both affordable and premium housing segments. Chicago's central location in the Midwest and its excellent infrastructure, including major highways, airports, and public transit, make it an ideal base for Perfect Housing LLC's operations. Neighborhoods such as South Loop, Hyde Park, Lincoln Park, and West Town offer varying rental potential, and the city's consistent population growth further supports the Company's expansion prospects.

Rental Property Overview

Perfect Housing LLC will acquire and manage a diverse portfolio of residential and commercial rental properties in prime Chicago neighborhoods, enabling the Company to diversify revenue streams while meeting the growing demand for quality housing and business spaces. The residential portfolio will consist of single-family homes, duplexes, and multi-family apartment buildings, selected for their desirable locations near transit, schools, and employment centers. These units will feature modern designs, updated interiors, and energy-efficient appliances, focusing on clean, safe, and affordable housing for families, professionals, and students. The commercial portfolio will include small retail spaces, office units, and mixed-use properties in high-traffic areas catering to small businesses, start-ups, and service providers. By managing both residential and commercial properties, Perfect Housing LLC aims to maximize occupancy, diversify income, and

increase stability and profitability while maintaining high standards to ensure tenant satisfaction and long-term value appreciation.

➤ LOCATION: DEMOGRAPHICS

Statistic	Chicago	Illinois	National
Population	2,714,017	12,671,821	328,239,523
Population density (sq mi)	11,938	228	91
Median age	33.9	37.4	37.7
Male/Female ratio	0.9:1	1.0:1	1.0:1
Married (15yrs & older)	41%	55%	55%
Families with/ Kids under 18	45%	44%	43%
Speak English	64%	77%	79%



➤ TARGET MARKET

The primary target market for the services Perfect Housing LLC offers will be whoever the local market dictates, case by case. Sellers will be distressed sellers such as divorce, death, tax liens, and urgent sellers who plan to relocate or leave the place permanently. The target market region comprises the Illinois State market and surrounding areas, including Alabama State, Florida, Arizona and Connecticut.

➤ BUSINESS/PRICING MODEL

OPERATIVE	PARTNERING & FOCUS	FINANCIAL	COMMUNICATION
Key Activities	Key Partners	Revenue Stream	Marketing Channels Employed
<p>Conducting surveys for suitable residential and commercial properties within the range of investment value</p> <p>Purchasing, renovating and finishing the property</p> <p>Property Marketing</p> <p>Selling at competitive prices</p> <p>Continuously learning about the trends and opportunities through various channels.</p> <p>Marketing and customer acquisition</p> <p>Handling inquiries of potential clients on the phone, website and in person.</p>	<p>Vendors</p> <p>Renovation Contractors</p> <p>Online real estate portals</p> <p>The Company's meaningful website</p>	<p>Sales of residential and commercial properties</p> <p>Lease rental</p>	<p>Social Media</p> <p>Email Marketing</p> <p>Word of Mouth</p> <p>Networking</p> <p>Online Listings</p>
	Value Proposition	Main Cost Drivers	Communication with Clients through
	<p>Property Description</p> <p>Marketing</p> <p>Engaging the client in the property selection process</p> <p>Smartphone app to make communication with the client easier</p>	<p>Marketing Platform management</p> <p>Technology service (app development)</p> <p>Legal services</p> <p>Administrative expenses</p> <p>Promotional expenses</p> <p>Listing fees</p>	<p>Phone</p> <p>Website</p> <p>In-person meeting</p>
	Customer Relationship	Distribution	Business Timings
	<p>Valuing the dignity and respect of clients</p> <p>Fulfilling commitments</p> <p>Word of mouth</p>	<p>The business will distribute its products and services through online forums, i.e., websites and real estate management companies.</p>	<p>Round the clock, including weekends.</p>
	Key Resources		Vendor Management
	<p>Online platforms</p> <p>Website</p>		<p>Updating product information on websites.</p>



Branding and Marketing

Perfect Housing LLC will focus on raising brand awareness by incorporating a distinct logo and company colors across all marketing materials. The Company's strong branding, aligned with its core values and mission, will drive word-of-mouth referrals and foster customer loyalty. By maintaining a positive corporate image and delivering top-tier real estate services, the Company aims to grow its market share, differentiate itself from competitors, and establish itself as a market leader. Additionally, Perfect Housing LLC will actively monitor the competitive landscape to stay ahead of industry trends and seize new opportunities while striving to achieve key objectives for continued success.

► OBJECTIVES

- Become a recognized market leader in the real estate rental and property management industry.
- Achieve a high occupancy rate across all rental properties.
- Expand the property portfolio by acquiring new residential and commercial properties.
- Enhance customer satisfaction by providing exceptional service and timely maintenance.
- Increase profitability through strategic pricing and cost-effective property management.

➤ MARKETING CAMPAIGN

Marketing will be done through the following media:

Property Listings: The Company will market properties by listing them on high-traffic platforms like Zillow, Trulia, and Craigslist. This will help maximize visibility and reach a larger audience of potential renters and buyers actively searching for properties.

Neighborhood Guide: The Company will put together a neighborhood guide to help prospective tenants imagine themselves living in the community. It will highlight the best attributes of the area, such as exciting events, unique stores, and nearby restaurants.

Internet (Website & Social Media): The Company will leverage its website as the main marketing hub, supported by SEO, to boost visibility and attract targeted traffic. A strong social media presence on platforms like Facebook, Instagram, and Twitter will enhance brand awareness and customer engagement. Additionally, a YouTube channel featuring informative, SEO-optimized videos will be used to reach and convert potential clients, helping drive sales and maintain ongoing communication with followers.

Email Marketing: The Company will use email marketing as a cost-effective strategy to engage and retain customers by sending mobile-responsive, personalized emails. By segmenting email lists, optimizing subject lines, and using clear call-to-action buttons directing readers to a landing page, the Company aims to improve engagement and conversions.

Digital and Traditional Media: The Company will make sure to be marketed and appear in specialized and general interest magazines catering to the target market. Gaining media coverage will have instant benefits for the Company as it will boost its visibility and credibility. Being present in the media lets customers know about the Company, what it offers, and how it differs from the competition.

Word of Mouth: In addition to investing in traditional and digital marketing campaigns, the Company will rely on reputation, knowing that this is of the utmost importance within the industry. The Company's dedication to exceeding the expectations of end-users will bring recommendations that will bring new customers.

Press Release: Press releases will alert relevant media channels of the Company's offerings, business updates, and other newsworthy items. Media coverage will increase the Company's credibility and recognition among the public and key industry decision-makers.

SWOT Analysis

The following is a list of the key strengths and weaknesses of Perfect Housing LLC, as well as the opportunities and threats that exist within the marketplace.

STRENGTHS

- Knowledge of the founder
- Customer service commitment
- Scope and quality of products and services
- Extensively experienced management with industry knowledge
- Passion for helping families and businesses achieve their real estate goals
- A fair and simple approach
- Exceptional negotiation skills
- Range of high-quality services
- Honesty and transparency in transactions
- Niche industry with amazing growth potential
- Aggressive marketing campaign

WEAKNESSES

- The Company needs funding and working capital for a successful launch
- As a new business, the Company must build its credibility

OPPORTUNITIES

- Increasing popularity of the industry
- Growth among demographic segments

THREATS

- The instability of the U.S. economy leads to unpredictable market activity
- Larger companies that have more resources and the ability to reach deeper into the market
- Covid-19

Management

➤ ABOUT THE FOUNDER/OWNER

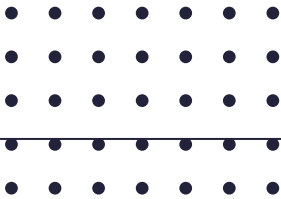


Jessica Blake – Owner & CEO

Jessica Blake is the Founder and Chief Executive Officer of Perfect Housing LLC, a Chicago-based real estate investment and property management company specializing in residential and commercial rentals. With over a decade of experience in real estate, property management, and business development, Jessica brings a strategic and client-focused approach to the housing industry. Her professional journey began in real estate brokerage, where she developed a strong foundation in market analysis, client relations, and investment evaluation.

Recognizing the growing need for professionally managed rental properties in urban centers like Chicago, she established Perfect Housing LLC to offer high-quality housing solutions that meet the diverse needs of both tenants and property investors.

Jessica is known for her keen eye for profitable opportunities and commitment to property management excellence. Under her leadership, Perfect Housing LLC is focused on acquiring and maintaining properties that provide reliable income streams while enhancing neighborhood value. She is passionate about creating safe, functional, and attractive living and working spaces that contribute positively to the community. Jessica holds a bachelor's degree in business administration and is a licensed real estate professional in Illinois. Her leadership style emphasizes transparency, tenant satisfaction, and long-term value creation, positioning Perfect Housing LLC as a trusted name in Chicago's rental market.



➤ KEY MANAGEMENT

- **Manager:** Oversees daily operations, tenant relations, and property performance. Ensures maintenance, leasing, and compliance activities are executed efficiently.
- **Admin Assistant:** Provides administrative support, including scheduling, documentation, and tenant communication. Help maintain organized records and assist with rent processing.
- **Bilingual Representative:** Facilitates communication with non-English-speaking tenants and prospects. Assists in leasing, customer service, and resolving tenant concerns in multiple languages.

➤ ORGANIZATIONAL CHART



Revenue Forecast

The following is a three-year revenue forecast. Direct costs include all costs directly tied to revenue, including "cost of goods/services."

Revenue Forecast			
	Year 1	Year 2	Year 3
Total			
Small Property Flipping	18	22	26
Medium Size Properties for Fix & Flip	0	1	1
Rental property One	1	12	12
Rental property Two	0	0	12
Price			
Small Property Flipping	\$20,000.00	\$20,000.00	\$20,000.00
Medium Size Properties for Fix & Flip	\$64,519.00	\$64,519.00	\$64,519.00
Rental property One	\$900.00	\$900.00	\$900.00
Rental property Two	\$600.00	\$600.00	\$600.00
Revenue			
Small Property Flipping	\$360,000	\$432,000	\$518,400
Medium Size Properties for Fix & Flip	\$0	\$64,519	\$64,519
Rental property One	\$900	\$10,800	\$10,800
Rental property Two	\$0	\$0	\$7,200
Total Revenue	\$360,900	\$507,319	\$600,919
Direct Cost			
Small Property Flipping	\$11,320.00	\$11,320.00	\$11,320.00
Medium Size Properties for Fix & Flip	\$49,630.00	\$49,630.00	\$49,630.00
Rental property One	\$90.00	\$90.00	\$90.00
Rental property Two	\$60.00	\$60.00	\$60.00
Direct Cost of Revenue			
Small Property Flipping	\$203,760	\$244,512	\$293,414
Medium Size Properties for Fix & Flip	\$0	\$49,630	\$49,630
Rental property One	\$90	\$1,080	\$1,080
Rental property Two	\$0	\$0	\$720
Subtotal Cost of Revenue	\$203,850	\$295,222	\$344,844

Revenue Forecast Assumptions: (1) Revenue and costs are based on averages.

Projected **Income** Statement

Perfect Housing LLC intends to deploy its funding to maximize growth and profitability. The Income Statement table below shows that gross margin equals sales minus direct costs. The "bottom line" or profit (as measured before and after interest, taxes, depreciation and amortization) equals gross margin minus operating expenses.

Pro Forma Income Statement			
	Year 1	Year 2	Year 3
Revenue	\$360,900	\$507,319	\$600,919
Subtotal Cost of Revenue	\$203,850	\$295,222	\$344,844
Total Cost of Revenue	\$203,850	\$295,222	\$344,844
Gross Margin	\$157,050	\$212,097	\$256,075
Gross Margin/Revenue	43.52%	41.81%	42.61%
Expenses			
Rent	\$18,000	\$18,450	\$18,911
General Insurance Liability	\$1,200	\$1,230	\$1,261
Business License/Permits	\$1,200	\$1,230	\$1,261
Telephone/Internet	\$900	\$923	\$946
Website Hosting/Updates	\$1,800	\$1,845	\$1,891
Marketing & Advertising	\$12,000	\$12,300	\$12,608
Supplies	\$1,800	\$1,845	\$1,891
Utilities	\$1,200	\$1,230	\$1,261
Professional Services	\$6,000	\$6,150	\$6,304
Miscellaneous	\$1,800	\$1,845	\$1,891
Depreciation & Amortization	\$3,800	\$3,800	\$3,800
Payroll Taxes & Benefits	\$6,244	\$6,822	\$7,400
Total Personnel	\$56,000	\$61,180	\$66,365
Total Operating Expenses	\$111,944	\$118,849	\$125,789
Profit Before Interest and Taxes	\$45,106	\$93,248	\$130,286
EBITDA	\$48,906	\$97,048	\$134,086
Net Profit	\$45,106	\$93,248	\$130,286
Net Profit/Revenue	12.50%	18.38%	21.68%

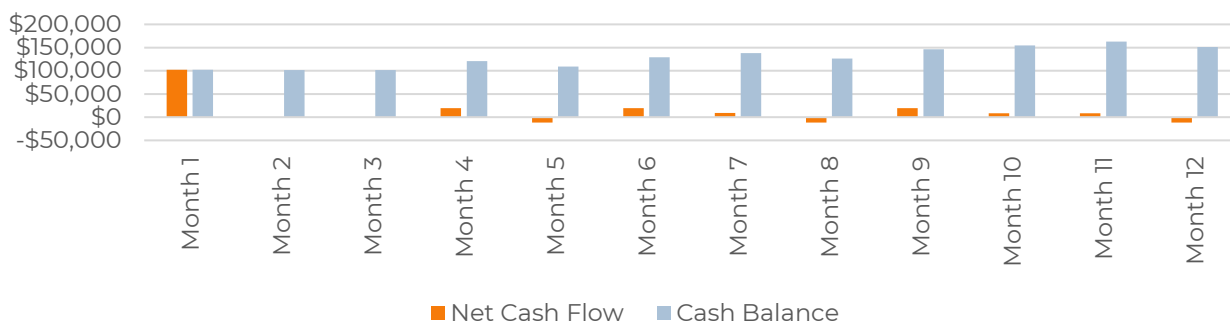
Income Statement Assumptions: (1) Depreciation is based on 10 years; (2) Start-up cost is amortized over 3 years; (3) Total payroll taxes are 11.15%.

Projected Cash Flow

The following depictions of Perfect Housing LLC's projected cash flow show that the Company expects to maintain sufficient cash balances over the three years of this plan. The "pro forma cash flow" table differs from the "pro forma income statement" table. Pro forma cash flow is intended to represent the actual cash flow in and out of Perfect Housing LLC. In comparison, the revenue and expense projections on the income statement include "non-cash" items and exclude funding and investment illustrations.

Pro Forma Cash Flow			
	Year 1	Year 2	Year 3
Cash Received			
Revenue	\$360,900	\$507,319	\$600,919
Owner Contribution	\$100,000	\$0	\$0
Subtotal Cash Received	\$460,900	\$507,319	\$600,919
Expenditures			
Expenditures from Operations			
Total Personnel	\$56,000	\$61,180	\$66,365
Bill Payments	\$240,329	\$333,697	\$397,515
Subtotal Spent on Operations	\$296,329	\$394,877	\$463,880
Additional Cash Spent			
Start-up Costs	\$10,500	\$0	\$0
Purchase Inventory	\$0	\$50,000	\$100,000
Purchase Long-term Assets	\$3,000	\$0	\$0
Subtotal Cash Spent	\$309,829	\$444,877	\$563,880
Net Cash Flow	\$151,071	\$62,442	\$37,039
Cash Balance	\$151,071	\$213,513	\$250,552

Year 1 Cash



Projected Balance Sheet

A balance sheet is a snapshot of Perfect Housing LLC's financial condition. The balance sheet has three parts: assets, liabilities and ownership equity.

Pro Forma Balance Sheet			
	Year 1	Year 2	Year 3
Assets			
Current Assets			
Cash	\$151,071	\$213,513	\$250,552
Inventory	\$0	\$50,000	\$150,000
Total Current Assets	\$151,071	\$263,513	\$400,552
Long-term Assets			
Long-term Assets	\$13,500	\$13,500	\$13,500
Accumulated Depreciation	\$3,800	\$7,600	\$11,400
Total Long-term Assets	\$9,700	\$5,900	\$2,100
Total Assets	\$160,771	\$269,413	\$402,652
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$15,665	\$31,059	\$34,012
Subtotal Current Liabilities	\$15,665	\$31,059	\$34,012
Total Liabilities	\$15,665	\$31,059	\$34,012
Paid-in Capital	\$100,000	\$100,000	\$100,000
Retained Earnings	\$0	\$45,106	\$138,354
Earnings	\$45,106	\$93,248	\$130,286
Total Capital	\$145,106	\$238,354	\$368,640
Total Liabilities and Capital	\$160,771	\$269,413	\$402,652
Net Worth	\$145,106	\$238,354	\$368,640

