

XYZ REAL ESTATE CORP.

BUSINESS PLAN OUTLINE

1. EXECUTIVE SUMMARY (1 PAGE)

2. COMPANY OVERVIEW

- 2.1. MISSION STATEMENT**
- 2.2. THE BUSINESS OPPORTUNITY**
 - 2.2.1. COMPANY DESCRIPTION**
 - 2.2.2. INDUSTRY BACKGROUND**
- 2.3. CAPITAL REQUIREMENTS**
- 2.4. GROWTH STRATEGY**

3. THE BUSINESS MODEL

- 3.1. ACQUISITION STRATEGY**
- 3.2. REFURBISHING**
- 3.3. PRICING STRATEGY**

4. THE MARKET

- 4.1. XYZ, OH MULTI-FAMILY HOUSING MARKET STATS**
- 4.2. U.S. APARTMENT RENTAL MARKET ANALYSIS**
 - 4.2.1. FIGURES**
 - 4.2.2. TRENDS**
 - 4.2.3. INDUSTRY ANALYSIS**
- 4.3. PROFILE OF DIRECT COMPETITORS**
- 4.4. COMPETITIVE ANALYSIS**

5. MARKETING PLAN

- 5.1. MARKETING OVERVIEW & STRATEGY**
- 5.2. BRANDING STRATEGY**
- 5.3. SIGNAGE**
- 5.4. SALES**
- 5.5. INTERNET MARKETING**
- 5.6. PRINT ADVERTISING**

6. OPERATIONAL PLAN

- 6.1. OPERATIONAL OVERVIEW**
 - 6.1.1. HOURS OF OPERATION**
 - 6.1.2. LEGAL STRUCTURE**
 - 6.1.3. OPERATIONAL GROWTH PLAN**
- 6.2. INVENTORY MANAGEMENT**
- 6.3. TENANT MANAGEMENT**
- 6.4. COMPUTER HARDWARE & SOFTWARE**
- 6.5. LEGAL & INSURANCE**
- 6.6. ACCOUNTING**

7. MANAGEMENT & STAFF

- 7.1. EXECUTIVE MANAGEMENT**
- 7.2. STAFF**

8. FINANCING STRATEGY

- 8.1. CAPITAL REQUIREMENTS**
- 8.2. FINANCING STRATEGY**
- 8.3. RISK ANALYSIS**
- 8.4. EXIT STRATEGY**

9. FINANCIAL PLAN

- 9.1. REVENUE MODEL**
 - 9.1.1. PRICING, GROWTH, & SALES ASSUMPTIONS**
 - 9.1.2. YEAR 1-5 REVENUE (ANNUAL) PROJECTIONS**
- 9.2. EXPENSE ASSUMPTIONS**
 - 9.2.1. G & A EXPENSES**
 - 9.2.2. MARKETING EXPENSES**
 - 9.2.3. STAFF HEADCOUNT & SALARIES**
- 9.3. PRO-FORMA FINANCIAL SUMMARIES**
 - 9.3.1. YEAR 1-5 INCOME STATEMENT (ANNUAL) PROJECTIONS**
 - 9.3.2. YEAR 1-5 CASH FLOW STATEMENT (ANNUAL) PROJECTIONS**
 - 9.3.3. YEAR 1-5 BALANCE SHEET (ANNUAL) PROJECTIONS**
- 9.4. EXCEL PRO-FORMA FINANCIAL STATEMENTS**
 - 9.4.1. YEAR 1-5 MONTHLY SALES FORECAST**
 - 9.4.2. YEAR 1-5 OPERATING EXPENSE MODEL**
 - 9.4.3. YEAR 1-5 MONTHLY CAPITAL BUDGET**
 - 9.4.4. YEAR 1-5 INCOME STATEMENT (YR. 1 MONTHLY; YR. 2-5 QTLY)**
 - 9.4.5. YEAR 1-5 CASH FLOW STATEMENT (YR. 1 MO; YR. 2-5 QTLY)**
 - 9.4.6. YEAR 1-5 BALANCE SHEET (YR. 1 MONTHLY; YR. 2-5 QTLY)**
 - 9.4.7. VALUATION MODEL**