


BUSINESS PLAN [YEAR]




Rental Property

Where Dreams Come Home

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Financial Plan

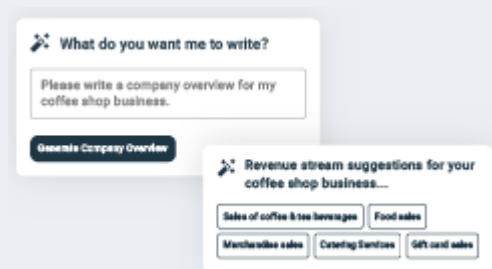
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1.

Executive Summary

Business Objectives

Mission Statement

Guiding Principles

Keys to Success

REV

Real Estate Ventures ("REV") is a newly formed S-Corporation wholly owned by Steve and Linda Rogers for purposes of purchasing and owning income-producing real estate. REV fills the void in the local Franklin, Tennessee rental housing market by providing clear, consistent, and reliable service to its tenants.


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Business Objectives

REV

- Invest in quality well cared for properties that are priced within the local market range
- Locate only well-qualified tenants, desiring to lease long term
- Generate passive income

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Mission Statement

REV

REV's goal is to invest in quality – both in its properties and in its tenants. One of the largest mistakes made by new real estate investors is poor property selection. Even worse is their tenant selection process, often with little or no background and credit checks.

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Guiding Principles

REV

REV holds the following as its Guiding Principles

1. **Treat the investment as a business first and foremost.**

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Keys to Success

REV

REV is fully committed to make its rental property business a long term success with future plans for expansion. It is this dedication and drives which will set them apart from their local peers. The following are what REV believes are its keys to success:

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2.

Company Description

Ownership

Legal Form

Start-Up Summary

Location and Facilities

REV

Real Estate Ventures, ("REV"), is a newly formed S-Corporation formed for purposes of managing the underlying real estate located in Franklin, Tennessee, a principal city in the Nashville Metropolitan Statistical Area ("MSA"). REV is jointly owned by


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Ownership

REV

Steve and Linda Rogers are lifelong residents of Franklin, Tennessee. Steve has an established business and has owned his paint business known as ProStar Paint for 15+ years. Linda Rogers, a graduate of Middle Tennessee State University, is a math teacher


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Legal Form

REV

Real Estate Ventures is an S-Corporation.

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Start-Up Summary

REV

Steve and Linda Rogers, the owners of REV have been interested in finding a means to supplement their income. When Linda's mother passed away earlier this year, the couple received approximately \$100,000 in inheritance and they decided to use the funds to start a business.


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Location and Facilities

REV

REV extensively researched the local market and found it met their key criterion. The Red Mill Estates neighborhood has lush landscaping, larger than average lots, and is primarily owner-occupied. The surrounding neighborhoods are middle-class suburbs with a mix of housing types.

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3.

Products

Products/Services Descriptions

Competitive Comparison

Products/Services Descriptions

REV

REV provides clean, quality homes in growing markets to well-qualified tenants. The primary source of revenue is rental income. Supplemental income will include:

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Competitive Comparison

REV

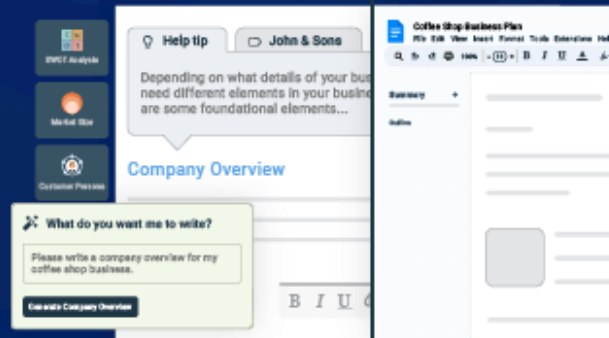
There are seven rental income properties within a 1-mile radius of the subject along with several multifamily apartment units. For comparison purposes, the multifamily units have been excluded from this comparison. Rents per square foot range from a high of \$12.00 to a low of \$8.00.

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4.

Market Analysis

Industry Analysis

Market Tests

Target Market Segment Strategy

Positioning

REV

Franklin, Tennessee, located in Williamson County, is a Principal City in the Nashville Metropolitan Statistical Area ("MSA") and is ranked 31 in the United States. According to the **University Of Tennessee's 2012 Economic Outlook**, Williamson County


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Start writing here..

Industry Analysis

REV

The housing market recovery has remained true to the old real estate axiom of "location, location, location." How your local market is faring today – and if it makes more sense to buy or rent, to sell now, or to hold off if possible – is largely determined by un

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REV

A recent survey of Franklin, Tennessee revealed there are currently 67 single-family residences available for rent. The average monthly rental charge ranges from \$2,202 monthly to \$1,058 monthly. The middle tier monthly rent is \$1,283 or \$1,031,532 annuali

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Market Size

Start writing here..

REV

The primary participants in the rental real estate market are other single-family residences and apartments. However, other indirect competitors include condos, mobile homes, trailers, garage apartments, and duplexes. Sellers of homes that offer rent to own opti

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Industry Participants

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REV

Within a one mile radius of the subject are 10 apartment complexes and 7 single-family residences available for rent. For comparison, this analysis will focus only on the single-family residences available for rent.

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Main Competitors

Start writing here..

REV

The 1-mile radius surrounding the subject had a population of 7,199 at the 2010 Census and is expected to grow to 7,363 by the Year 2017. The majority of the homes are owner-occupied with 1,950 housing units and a reported 793 renter-occupied units from

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Market Segments

Start writing here..

Market Tests

REV

Prior to selecting the rental unit, REV placed an advertisement for rent with the online classifieds at Linda's place of employment, Franklin Elementary. The response was overwhelming! REV had 14 candidates to choose from! The majority of

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Target Market Segment Strategy

REV

REV is targeting families with children – single-family households or dual income households. The target tenant is young, under the age of 35 and is likely to have some additional financial obligations, such as student loan debt and car note debt that they want to pay off.

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REV

Given the option of raising a family in a traditional single-family home compared to an apartment complex, REV's target tenant prefers the former. The Red Mill Estates neighborhood and surrounding neighborhoods are growing residential neighborhoods.

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Market Needs

Start writing here..

REV

- Homeownership makes financial sense when the occupant is planning on staying 5+ years and has the cash flow cover the normal repair and maintenance costs. And as we leave the recession behind us over time tenants may vacate to purchase.

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Market Trends

Start writing here..

REV

The local single family rental home market increased 1.4% over the prior year.

Source: Zillow Rent Index

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Market Growth

Start writing here..

Positioning

REV

REV will position itself as the rental property of choice when it comes to quality properties in solid neighborhoods, by actively staying current on local market conditions.

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Start writing here..

5.

Marketing Strategy and Implementation

SWOT Analysis

Strategy Pyramid

Unique Selling Proposition (USP)

Competitive Edge

Marketing Strategy and Positioning

Sales Strategy


Legal

Milestones

Exit Strategy

REV

REV will own, operate, and lease clean, well maintained single-family residences to well-qualified tenants. Others often miss the mark by investing in low-quality properties which will not provide sufficient ROI (return on investment). Additionally, other la


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SWOT Analysis

REV

SWOT stands for strengths, weaknesses, opportunities, and threats. A SWOT analysis is a method for strategic planning that evaluates these four elements as they relate to REV's business objectives. The following section helps demonstrate REV's m

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Strength

The rental property is well located in a growing neighborhood with easy access to neighborhood schools, shopping, and restaurants. Located less than 5 minutes from I-65, the commute to Nashville is less than 20 minutes.

REV has an approved tenant in place with a security deposit. The tenant has excellent credit and payment history. The tenant is known by REV and works as a teacher at the same school as Linda Rogers.

Upgrades to the property will be made by a reputable contractor with a 15-year history with the owners of REV. The owners of REV will paint the property themselves which will further reduce expenses.

REV will come out of pocket in excess of \$67,000 toward the house purchase and capital improvements resulting in a low, loan to value (LTV) ratio of 50%.

The owners of REV have 'day jobs' and thus have additional income sources and savings to draw from to support business operations.

Weakness

New entrants into real estate property management, REV has limited experience owning and managing investment income properties.

Opportunity

Franklin has low vacancy levels at 6% compared to the national average of 7.9%.

The property is located in a strong growing community and the fastest growing county in the state.

REV has an opportunity to participate in a \$1 million local real estate rental market.

Threat

Investment real estate is economically tied – changes in unemployment, rent spikes, and changes in the economy could adversely impact demand for rental units.

Declination in the local neighborhood could impact the attractiveness of rents.

Cost overruns in the construction budget and failure to complete upgrades in time could impact REV's cash flow.

Strategy Pyramid

REV

REV will only lease solid, clean, well-maintained investment properties that generate positive cash flow.

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Start writing here..

Unique Selling Proposition (USP)

REV

The owners of REV love what they do! And it shows in from the quality of the properties they invest into the caliber of tenants they lease to. They thoroughly review the property and analyze the real estate market. REV will continually monitor and evaluate the l

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Start writing here..

Competitive Edge

REV

REV utilizes a thorough due diligence process prior to purchasing and investing in any property. By doing their homework, REV can competitively price their rents – often at or below market. Thoroughly knowing their market gives REV a competitive edge over t


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Marketing Strategy and Positioning

REV

REV's marketing strategy incorporates a **Focus Strategy** – that is, it targets a specific target market. REV concentrates their marketing efforts on attracting solid, creditworthy tenants that are motivated to live in growing, thriving communities.

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Start writing here..

REV

REV is a high-quality real estate investment corporation. REV carefully and methodically selects its rental properties in growing neighborhoods, with low vacancy rates. The properties are clean, well maintained, and provide positive cash flow. In keeping with

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Positioning Statement

Start writing here..

REV

REV utilizes Competition-Based Pricing – in which prices are based on the market. The company's thorough due diligence process assures that they never buy the highest-priced property or the lowest price for that matter.


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Pricing Strategy

Start writing here..

REV

REV will primarily rely on advertising in the Franklin Elementary School Online Classified Ads and **Word of Mouth** advertising.

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Promotion and Advertising Strategy

Start writing here..

REV

REV's website features properties available to rent, the business phone number to contact for information regarding renting or who to contact for repairs. Additionally, the website will have links to complete an online application and links to key articles for tenants.

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Website

Start writing here..

REV

REV is uniquely sized to both personally own and manage its investment properties. Through their extensive contacts in the Franklin area, REV hopes to rely on Word of Mouth advertising and not be forced to allocate a large portion of their budget to advertising.

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Marketing Programs

Start writing here..

Sales Strategy

REV

REV will meet with prospects right on site. The prospects will be greeted and treated with the utmost professionalism in a relaxed and respectful environment. The first meeting is an opportunity for the owners of REV to decide on leasing to the prospect.

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Start writing here..

REV

The following table represents the estimated sales from the rental unit the initial three years of operations. The analysis assumes 100% leased and no escalations in rent the initial two years.

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Sales Forecast

Start writing here..

REV

The owners of REV personally lease their properties and do not need to pay incentives to sales agents. However, just like sales agents, the owners of REV are motivated to lease properties quickly- after all vacant properties do not generate revenue! Although

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Sales Programs

Start writing here..

Legal

REV

Clean title and zoning, will be instrumental in purchasing investment real estate. The title search and tax record search must confirm this prior to REV purchasing any property. The title search must be free of liens.

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Milestones

Following are the Milestones REV believes will allow them to meet their objectives.

Milestones	Date
Find ideal property - which meets REV's stringent requirements for ROI, value	09/01/XX
Approve construction budget	10/01/XX
Locate approved contractor	12/01/XX
Secure commercial real estate loan	01/01/XX
Renovate property	02/01/XX
Lease property to well qualified tenant	03/01/XX
Purchase 2nd rental income property	Year Four
Purchase 3rd rental income property	Year Five

Exit Strategy

REV

In the event, the rental unit remains vacant for an extended period of time or in the event that extreme repairs and depletes all cash reserves, the secondary recourse will be to the owners. After the owners have depleted their personal reserves, the property will be sold.

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Start writing here..

6.

Organization and Management

Organizational Structure

Management Team

Management Team Gaps

Personnel Plan

The following section highlights ownership and future staffing expectations of REV:

Organizational Structure

REV

Both Linda and Steve Rogers will own and manage the subject of real estate. Steve Rogers will perform routine maintenance requirements and repairs. Linda Rogers will manage the daily bookkeeping requirements. She will submit payments to vendors such

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Start writing here..

Management Team



Steve Rogers

Owner - steve@example.com

Steve Rogers will oversee the day to day maintenance of the rental unit. On a monthly basis, he will replace air filters, inspect the grounds, and make notations of the overall physical condition of the property. The tenant will be put on notice for example if the yard needs to be mowed or weeds appear to be an issue. The tenant will have sufficient time to remedy the notice and will be fined daily until the issue has been resolved.

Steve has successfully owned and operated his painting business for 15+ years and is in the neighborhood on a daily basis. He will drive by the property frequently for visual inspections of the property. He is readily available in the event the tenant has any repair needs.



Linda Rogers

Assistant - linda@example.com


Linda Rogers will oversee the day to day bookkeeping needs for the rental property.

All tenants will be required to agree to EFT (electronic funds transfer) for monthly payments – which should minimize the need to collect rents.

Management Team Gaps

REV

REV does not have an accountant or attorney on its staff. Income tax preparation and consulting services will be provided by the owner's long term personal public accountant. REV will rely on their title company to verify a clear title.

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Personnel Plan

REV

Steve and Linda Rogers will own and operate REV but draw no salary; both owners have outside incomes and will not draw salaries from the properties.

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Start writing here..

7.

Financial Plan

Important Assumptions

Start-Up Costs

Source and Use of Funds

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Important Assumptions

Construction Budget

REV estimates a 1-month completion. Work will be performed by a contractor that is well known by the owners. The contractor is bonded, licensed, and in good standing with the state.

Source of Funds

The owners of REV received approximately \$100,000 in inheritance and have access to liquidity to fund start-up costs and meet operating shortfalls. However, they plan to invest a portion of these proceeds into additional rental income properties. An additional source of funds comes from both owners 'day jobs' - Steve Rogers owns his own house painting business and Linda Rogers is a math teacher at Franklin Elementary.

Profit and Loss

Vacancy levels in Franklin are a low 6% and are substantially lower than the national average of 7.9%. The analysis assumes 100% occupancy over the 3 years reviewed.

Start-Up Costs

The following table represents start-up costs.

Start-Up Expenses	Amount
Operating Capital	\$ -
Salaries and Wages	\$ -
Insurance Premiums / Prepaids	\$ 1,000
Beginning Inventory	\$ -
Legal and Accounting Fees	\$ -
Rent Deposits	\$ -
Utility Deposits	\$ -
Supplies	\$ 500
Advertising and Promotions	\$ -
Licences	\$ 100
Other Initial Costs	\$ 200
Working Capital (cash on hand)	\$ 1,500
Total Start-Up Expenses	\$3,300
Start-Up Assets	
Real Estate	\$ -
Buildings	\$ 107,500
Leasehold Improvements	\$ 10,000
Total Start-Up Assets	\$117,500
Total Required Start-Up Costs	\$120,800

Source and Use of Funds

The owners of REV received approximately \$100,000 in inheritance and have access to liquidity to fund start-up costs and meet operating shortfalls. However, they plan to invest a portion of these proceeds into additional rental income properties. An additional source of funds comes from both owners 'day jobs' - Steve Rogers owns his own house painting business and Linda Rogers is an elementary school math teacher at Franklin Elementary. The following table shows the proposed Source and Use of Funds:

Source and Use of Funds	Column2
Sources of Funds	
Owner's Injection	\$ 67,050
Commerical Loan	\$ -
Commerical Mortgage	\$ 53,750
Line of Credit	-
Total Source of Funds	\$ 120,800
Use of Funds	
Fixed Assets	\$ 117,500
Operating Capital	\$ 3,300
Total Use of Funds	\$ 120,800

Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,456,018	\$2,952,737.50	\$3,844,598.50
Monthly Residential Rent	\$1,176,018	\$2,644,542	\$3,478,254
Users	276	430	519
Recurring Charges	\$600	\$600	\$600
Annual Lease of Commercial Spaces	\$100,000	\$103,000	\$106,090
Short-term Vacation Rentals	\$180,000	\$205,195.50	\$260,254.50
Unit Sales	1,200	1,368	1,735
Unit Price	\$150	\$150	\$150

	2024	2025	2026
Cost Of Sales	\$187,724.79	\$327,497.86	\$418,591.38
General Costs	\$187,724.79	\$327,497.86	\$418,591.38
Property Maintenance	\$101,927.33	\$163,424.09	\$209,595.87
Routine Maintenance	\$12,134.25	\$15,787.20	\$17,365.92
Emergency Repairs	\$89,793.08	\$147,636.89	\$192,229.95
Operational Costs	\$85,797.46	\$164,073.77	\$208,995.51
Property Tax	\$12,996.56	\$16,436.88	\$16,765.56
Insurance	\$72,800.90	\$147,636.89	\$192,229.95
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,268,293.21	\$2,625,239.64	\$3,426,007.12
Gross Margin (%)	87.11%	88.91%	89.11%
Operating Expense	\$1,030,055.18	\$1,228,429.47	\$1,372,022.45
Payroll Expense (Indirect Labor)	\$795,720	\$821,578.80	\$848,319.24
Administrative Staff	\$219,600	\$224,892	\$230,316.84
Office Manager	\$90,000	\$92,700	\$95,481
Administrative Assistants	\$129,600	\$132,192	\$134,835.84
Maintenance Staff	\$576,120	\$596,686.80	\$618,002.40
Property Maintenance Workers	\$247,800	\$255,234	\$262,891.20
Real Estate Agents	\$328,320	\$341,452.80	\$355,111.20
General Expense	\$234,335.18	\$406,850.68	\$523,703.23
Administrative Costs	\$63,673.76	\$96,750.66	\$123,822.61

	2024	2025	2026
Office Supplies	\$6,436.94	\$8,168.52	\$8,484.63
Utility Bills	\$57,236.82	\$88,582.14	\$115,337.98
Marketing and Advertising	\$79,122.90	\$155,121.29	\$200,088.63
Online Advertising	\$6,322	\$7,484.40	\$7,858.68
Print Media Advertising	\$72,800.90	\$147,636.89	\$192,229.95
Property Management	\$91,538.52	\$154,978.73	\$199,791.99
Property Management Fees	\$85,216.52	\$147,636.89	\$192,229.95
Landscaping Services	\$6,322	\$7,341.84	\$7,562.04
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$238,238.03	\$1,396,810.17	\$2,053,984.66
Additional Expense	\$23,680.40	\$20,779.13	\$17,698.91
Long Term Depreciation	\$15,960	\$15,960	\$15,960
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$222,278.03	\$1,380,850.17	\$2,038,024.66
Interest Expense	\$7,720.40	\$4,819.14	\$1,738.92
EBT	\$214,557.63	\$1,376,031.04	\$2,036,285.75
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,241,460.37	\$1,576,706.46	\$1,808,312.75
Net Income	\$214,557.63	\$1,376,031.04	\$2,036,285.75
Net Income (%)	14.74%	46.60%	52.96%

	2024	2025	2026
Retained Earning Opening	\$0	\$196,557.63	\$1,572,588.67
Owner's Distribution	\$18,000	\$0	\$0
Retained Earning Closing	\$196,557.63	\$1,572,588.67	\$3,608,874.42

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,456,018	\$2,952,737.50	\$3,844,598.50
Cash Paid	\$1,225,500.37	\$1,560,746.47	\$1,792,352.75
COS & General Expenses	\$422,059.97	\$734,348.54	\$942,294.60
Salary & Wages	\$795,720	\$821,578.80	\$848,319.24
Interest	\$7,720.40	\$4,819.14	\$1,738.92
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$230,517.63	\$1,391,991.03	\$2,052,245.75
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$430,000	\$0	\$0
Net Cash From Investments	(\$430,000)	\$0	\$0
Amount Received	\$200,000	\$0	\$0
Loan Received	\$150,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0

	2024	2025	2026
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$65,039.08	\$49,940.35	\$53,020.59
Loan Capital	\$47,039.08	\$49,940.34	\$53,020.58
Dividends & Distributions	\$18,000	\$0	\$0
Net Cash From Financing	\$134,960.92	(\$49,940.35)	(\$53,020.59)
Summary			
Starting Cash	\$0	(\$64,521.45)	\$1,277,529.23
Cash In	\$1,656,018	\$2,952,737.50	\$3,844,598.50
Cash Out	\$1,720,539.45	\$1,610,686.82	\$1,845,373.34
Change in Cash	(\$64,521.45)	\$1,342,050.68	\$1,999,225.16
Ending Cash	(\$64,521.45)	\$1,277,529.23	\$3,276,754.39

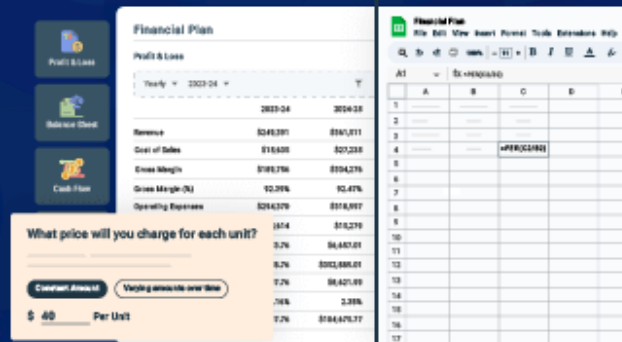
Projected Balance Sheet

	2024	2025	2026
Assets	\$349,518.55	\$1,675,609.23	\$3,658,874.39
Current Assets	(\$64,521.45)	\$1,277,529.23	\$3,276,754.39
Cash	(\$64,521.45)	\$1,277,529.23	\$3,276,754.39
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$414,040	\$398,080	\$382,120
Gross Long Term Assets	\$430,000	\$430,000	\$430,000
Accumulated Depreciation	(\$15,960)	(\$31,920)	(\$47,880)

	2024	2025	2026
Liabilities & Equity	\$349,518.55	\$1,675,609.25	\$3,658,874.42
Liabilities	\$102,960.92	\$53,020.58	\$0
Current Liabilities	\$49,940.34	\$53,020.58	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$49,940.34	\$53,020.58	\$0
Long Term Liabilities	\$53,020.58	\$0	\$0
Long Term Debt	\$53,020.58	\$0	\$0
Equity	\$246,557.63	\$1,622,588.67	\$3,658,874.42
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	\$196,557.63	\$1,572,588.67	\$3,608,874.42
Check	\$0	\$0	\$0

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' button is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.47%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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