


BUSINESS PLAN [YEAR]



Vacation Rental

Families That Vacation Together, Stay Together.

 **John Doe**

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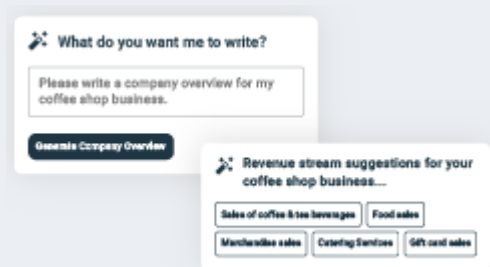
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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a vacation rental business, you must create a detailed Vacation rental business plan. It will not only guide you in the initial phases of your startup but will also help y

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Maxwell Vacation rental

Maxwell Vacation rental home is a licensed vacation rental business. We have been able to secure a standard facility in a central and busy district in Colorado Boulevard, Detroit - Michigan. We are poised at competing in the highly competitive and fr

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Mission Statement

Maxwell Vacation rental

Our mission is to provide vacation rental services that can attract people who may not want to shoulder the responsibilities of owning a standard facility. We want to build a vacation rental home that can favorably compete with other leading brands in the ind

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Vision Statement

Maxwell Vacation rental

Our vision is to establish a standard vacation rental facility whose brand will not only be accepted in Detroit - Michigan but also in other cities in the United States of America where we intend to open our chains of vacation rental salons.

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Customer Focus

Maxwell Vacation rental

Maxwell Vacation rental will primarily serve tourists and business travelers. The demographics of these customers are as follows:

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Success Factors

Maxwell Vacation rental

Maxwell Vacation rental's most valuable asset is the expertise and experience of its founder, John Moore. John has been a licensed real estate broker for the past 20 years. He has spent much of his career specializing in vacation property sales and rentals

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Financial Summary

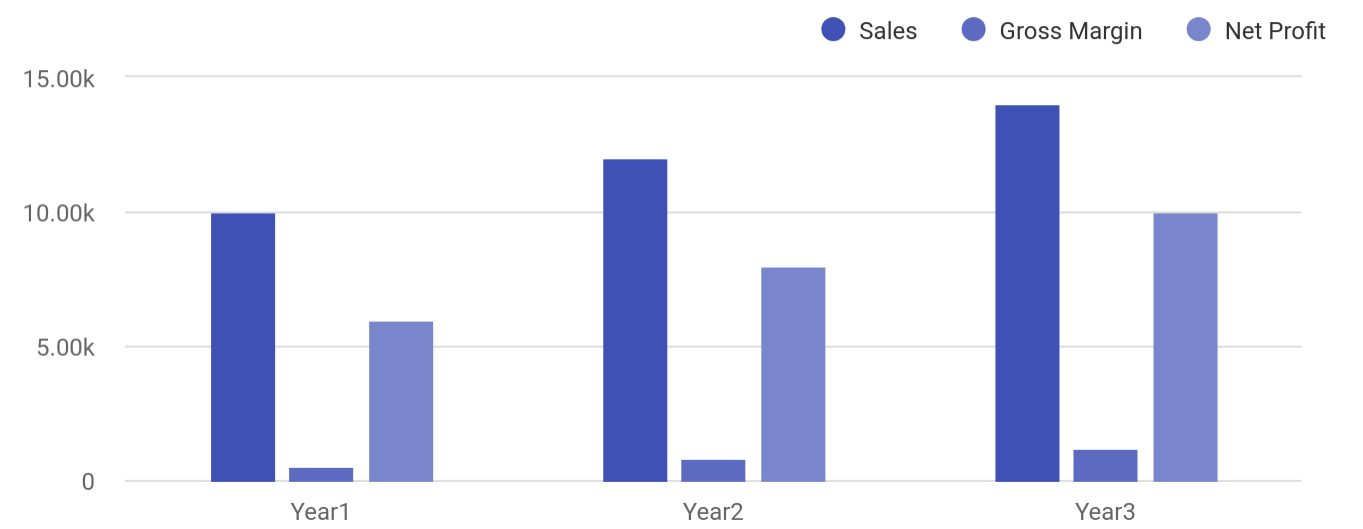
Maxwell Vacation rental

Maxwell Vacation rental is seeking total funding of \$200,000 to launch the business. The capital will be used for funding capital expenditures, salaries, marketing expenses, and working capital.

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3 Year profit forecast



Maxwell Vacation rental

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Business Structure

Startup summary

Maxwell Vacation rental

Maxwell Vacation rental is a vacation rental company that is located in Detroit - Michigan, that rents residential properties in the heart of Detroit for vacation accommodations. They are conveniently located near known landmarks and are accessible to travel.


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History

Maxwell Vacation rental

In Jan 2015, John Moore founded Maxwell Vacation rental. John has been in the real estate brokerage business for some time when he met with an old friend, an architect, who has had success with residential renovations and restorations. This friend encouraged him to start a vacation rental company.


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Business Structure

Maxwell Vacation rental

Maxwell Vacation rental homes intend to start out small in Detroit - Michigan but hope to grow big in order to compete favorably with leading brands in the industry. We are aware of the importance of building a solid business structure that can support the growth of the company.

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Startup summary

Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services

Maxwell Vacation rental

Maxwell Vacation rental homes® Vacation rental® was established with the aim of maximizing profits in the tourism industry. We want to compete favorably with the leading vacation rental homes in the United States which is why we have put in place a comp

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Cabin



Waterfront property



City dwelling



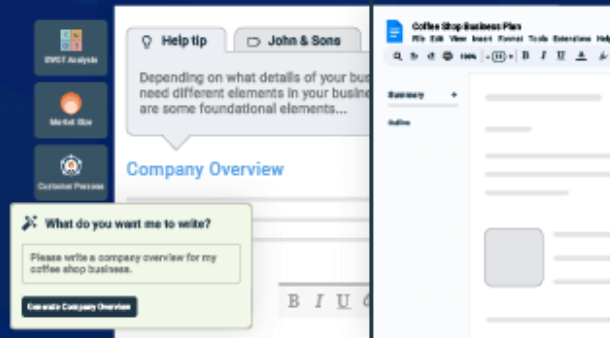
Mountain getaway



**Bed and breakfast
accommodations**

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4.

Market Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective Vacation rental business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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Maxwell Vacation rental

Over the past five years, the Vacation Rental industry has grown steadily. Millennials are the major force in boosting the growth of the vacation rental industry. Rising expenditure on travel, vacations, and accommodation among this generation is fueling the market.

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Market Trends

Maxwell Vacation rental

This business model gives room for aspiring entrepreneurs to pitch their business in highbrow areas without necessarily breaking the bank. All they need to do is to ensure that their services are top-notch and they won't have to spend loads of cash in maintaining them.

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Target Market

Maxwell Vacation rental

Before starting our vacation rental home, we conducted a thorough market survey and feasibility studies and we are certain that there are loads of vacation rental homes that may not be able to accommodate a large number of clients because of their size.

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5.

SWOT Analysis

Maxwell Vacation rental

Maxwell Vacation rental homes® engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-planned vacation rental business that can favorably compete in the highly competitive market.

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Strength

Our core strength lies in the power of our team; our workforce. We have a team of certified, creative, highly trained, and experienced workers. Aside from the synergy that exists in our carefully selected workforce, our services will be guided by best practices in the industry. Another strength that counts for us is the location of our vacation rental home; it is located in the most ideal location in Detroit - Michigan.

Weakness

As a new vacation rental home, it might take some time for our business to break into the market and gain acceptance especially from top profile clients in the already saturated and highly competitive industry; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into promoting our business the way we would want to.

Opportunity

The opportunities in the vacation rental line of business are massive considering the number of vacation homes in the United States who are embracing the options of cutting cost. As a vacation rental copy, we are ready to take advantage of any opportunity that is available in the industry.

Threat

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of a new vacation rental business in the same location where our target market exists and who may want to adopt the same Business model like us.

6.

Strategy & Implementations

Advertising Strategy

Pricing Strategy

Milestones



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Advertising Strategy

Maxwell Vacation rental

Maxwell Vacation rental expects its target market to consist of leisure travelers mainly from Michigan, as well as travelers from across the U.S. The Company's promotions strategy to reach these individuals includes:

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Maxwell Vacation rental

As Detroit is home to many business headquarters, Maxwell Vacation rental will assign salespeople to contact area corporations to arrange for bulk corporate rates for their visitors.

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Phone Prospecting

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Maxwell Vacation rental

Maxwell Vacation rental will contact local and regional area newspapers and television stations to announce its grand opening, and showcase its properties. It will also connect with the local business community, and the city's development authority to grow its

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Public Relations

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Maxwell Vacation rental

Maxwell Vacation rental will advertise on social media, as well as on travel websites, which are popular avenues to booking accommodations, both for their ease of use and for their reviews.

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Advertising

Start writing here..

Maxwell Vacation rental

Maxwell Vacation rental will maintain a website and publish a monthly email newsletter to tell local corporations and past customers about promotions and events.

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Ongoing Customer Communications

Start writing here..

Pricing Strategy

Maxwell Vacation rental

Our pricing system is going to be based on what is obtainable in the industry, we don't mean to charge more and we don't intend to charge less than what our opponents are charging their clients in Detroit - Michigan.

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Milestones

Maxwell Vacation rental

Maxwell Vacation rental's long-term goal is to become the premier provider of vacation accommodations in the Detroit area.

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Vacation rental business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will

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Maxwell Vacation rental

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Vacation rental business start-up, no equity funding or outside loans will be required. With the h

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$446,388.10	\$703,737.14	\$1,262,003.30
Standard Vacation Rentals	\$180,000	\$250,702.50	\$450,261
Unit Sales	1,200	1,671	3,002
Unit Price	\$150	\$150	\$150
Premium Vacation Rentals	\$262,840	\$447,976	\$804,530
Unit Sales	1,314	2,240	4,023
Unit Price	\$200	\$200	\$200
Additional Service	\$3,548.10	\$5,058.64	\$7,212.30
Cost Of Sales	\$56,827.76	\$83,503.20	\$134,495.85
General Costs	\$56,827.76	\$83,503.20	\$134,495.85
Operational Costs	\$45,439.24	\$69,496.21	\$117,189.88
Cleaning Services	\$14,192.08	\$20,234.60	\$28,849.65
Utility Bills	\$31,247.16	\$49,261.61	\$88,340.23
Property Maintenance	\$11,388.52	\$14,006.99	\$17,305.97
Repair and Maintenance	\$9,388.52	\$11,906.99	\$15,100.97
Landscaping Services	\$2,000	\$2,100	\$2,205
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$389,560.34	\$620,233.94	\$1,127,507.45
Gross Margin (%)	87.27%	88.13%	89.34%

	2024	2025	2026
Operating Expense	\$456,131.38	\$490,129.75	\$537,545.78
Payroll Expense (Indirect Labor)	\$386,700	\$396,429	\$406,412.64
Management and Administration	\$135,000	\$139,050	\$143,221.56
General Manager	\$75,000	\$77,250	\$79,567.56
Administrative Assistant	\$60,000	\$61,800	\$63,654
Operations	\$187,200	\$190,944	\$194,763
Housekeeping Staff	\$151,200	\$154,224	\$157,308.60
Maintenance Technician	\$36,000	\$36,720	\$37,454.40
Marketing and Sales	\$64,500	\$66,435	\$68,428.08
Marketing Manager	\$52,500	\$54,075	\$55,697.28
Sales Representative	\$12,000	\$12,360	\$12,730.80
General Expense	\$69,431.38	\$93,700.75	\$131,133.14
Marketing and Advertising	\$21,282.01	\$35,389.17	\$59,964.59
Online Advertising	\$15,917.22	\$28,585.23	\$51,335.22
Print Marketing	\$5,364.79	\$6,803.94	\$8,629.37
Administrative and Office Expenses	\$34,949.37	\$44,547.58	\$56,815.71
Office Rent	\$33,530.16	\$42,524.15	\$53,930.79
Office Supplies	\$1,419.21	\$2,023.43	\$2,884.92
Technology and Communications	\$13,200	\$13,764	\$14,352.84
Website Maintenance	\$4,800	\$4,992	\$5,191.68
Internet Services	\$2,400	\$2,472	\$2,546.16
Software Subscriptions	\$6,000	\$6,300	\$6,615
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$66,571.05)	\$130,104.19	\$589,961.67
Additional Expense	\$19,651.66	\$18,400.31	\$17,058.53
Long Term Depreciation	\$13,200	\$13,200	\$13,200
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$79,771.05)	\$116,904.19	\$576,761.67
Interest Expense	\$6,451.64	\$5,200.32	\$3,858.53
EBT	(\$86,222.71)	\$111,703.88	\$572,903.14
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$532,610.81	\$592,033.26	\$689,100.16
Net Income	(\$86,222.71)	\$111,703.88	\$572,903.14
Net Income (%)	(19.32%)	15.87%	45.40%
Retained Earning Opening	\$0	(\$106,222.71)	(\$4,518.83)
Owner's Distribution	\$20,000	\$10,000	\$10,000
Retained Earning Closing	(\$106,222.71)	(\$4,518.83)	\$558,384.31

Projected Cash Flow

	2024	2025	2026
Cash Received	\$446,388.10	\$703,737.14	\$1,262,003.30

	2024	2025	2026
Cash Paid	\$519,410.81	\$578,833.26	\$675,900.16
COS & General Expenses	\$126,259.15	\$177,203.95	\$265,628.99
Salary & Wages	\$386,700	\$396,429	\$406,412.64
Interest	\$6,451.64	\$5,200.32	\$3,858.53
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$73,022.71)	\$124,903.88	\$586,103.14
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$580,000	\$80,000	\$80,000
Net Cash From Investments	(\$580,000)	(\$80,000)	(\$80,000)
Amount Received	\$250,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$150,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$37,309.78	\$28,561.13	\$29,902.91
Loan Capital	\$17,309.80	\$18,561.12	\$19,902.91
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$212,690.22	(\$28,561.13)	(\$29,902.91)
Summary			
Starting Cash	\$0	(\$440,332.49)	(\$423,989.74)

	2024	2025	2026
Cash In	\$696,388.10	\$703,737.14	\$1,262,003.30
Cash Out	\$1,136,720.59	\$687,394.39	\$785,803.07
Change in Cash	(\$440,332.49)	\$16,342.75	\$476,200.23
Ending Cash	(\$440,332.49)	(\$423,989.74)	\$52,210.49

Projected Balance Sheet

	2024	2025	2026
Assets	\$126,467.51	\$209,610.26	\$752,610.49
Current Assets	(\$360,332.49)	(\$263,989.74)	\$292,210.49
Cash	(\$440,332.49)	(\$423,989.74)	\$52,210.49
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$80,000	\$160,000	\$240,000
Long Term Assets	\$486,800	\$473,600	\$460,400
Gross Long Term Assets	\$500,000	\$500,000	\$500,000
Accumulated Depreciation	(\$13,200)	(\$26,400)	(\$39,600)
Liabilities & Equity	\$126,467.49	\$209,610.25	\$752,610.48
Liabilities	\$82,690.20	\$64,129.08	\$44,226.17
Current Liabilities	\$18,561.12	\$19,902.91	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,561.12	\$19,902.91	\$0
Long Term Liabilities	\$64,129.08	\$44,226.17	\$44,226.17

	2024	2025	2026
Long Term Debt	\$64,129.08	\$44,226.17	\$44,226.17
Equity	\$43,777.29	\$145,481.17	\$708,384.31
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$150,000	\$150,000	\$150,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$106,222.71)	(\$4,518.83)	\$558,384.31
Check	\$0	\$0	\$0

Business Ratios

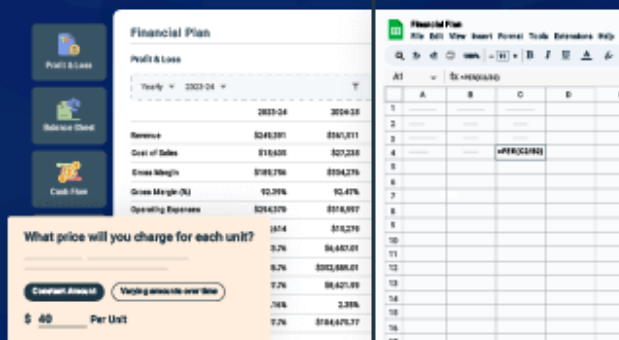
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%

	Year 1	Year 2	Year 3	Industry Profile
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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.



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Create a winning business plan that gets you funded

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Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

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