



# BUSINESS PLAN [YEAR]



## Home Improvement Business Plan

Renovate, Upgrade, Elevate



**John Doe**



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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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# Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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1.

# Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



## REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

### Help tip

### Home Improvement Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your home improvement business, its location, when it

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*Start writing here..*

## Market opportunity

### Help tip

### Home Improvement Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

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*Start writing here..*

## Services Offered

### Help tip

### Home Improvement Business Plan


Highlight the home improvement services you offer your clients. The USPs and differentiators you offer are always a plus.

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*Start writing here..*

## Marketing & Sales Strategies

 **Help tip**

 **Home Improvement Business Plan**


Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

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*Start writing here..*

## Financial Highlights

 **Help tip**

 **Home Improvement Business Plan**

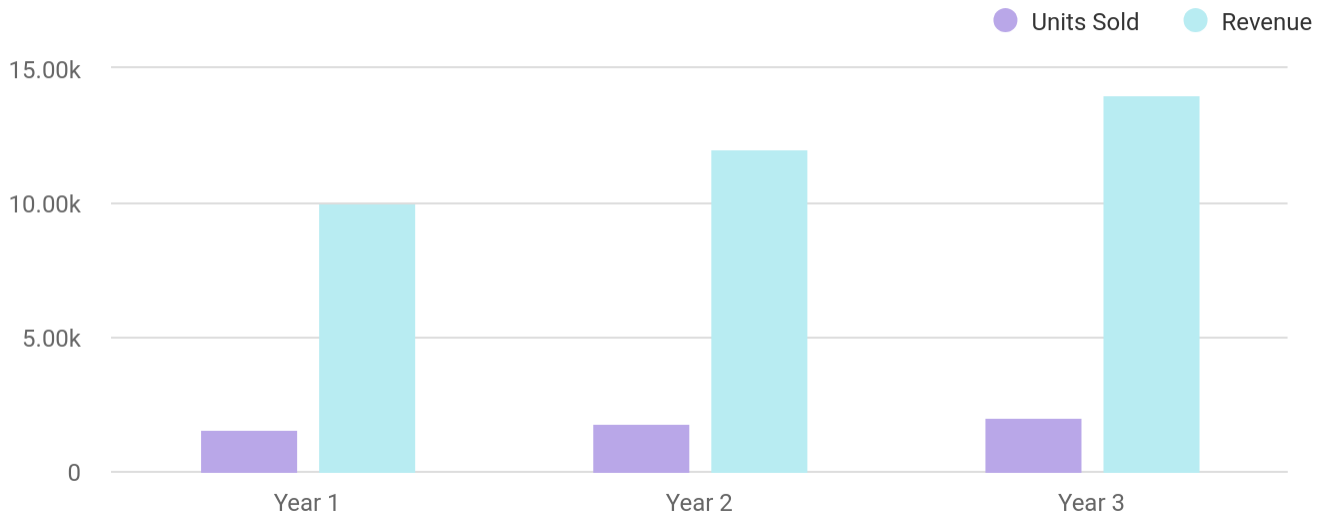
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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*Start writing here..*




## Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

 Help tip

 Home Improvement Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment

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*Write a call to action for your business plan.*

# 2.

## Company Overview

Ownership

Mission statement

Business history

Future goals



## REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

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### Help tip

### Home Improvement Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of home improvement company you run and the name of it. You may

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*Start writing here..*

## Ownership

### Help tip


### Home Improvement Business Plan


List the names of your home improvement company's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

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*Start writing here..*

## Mission statement

 Help tip

 Home Improvement Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

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At [EnhanceMyHome, Inc.], our mission is to [specific mission, e.g., "transform living spaces into timeless havens of comfort and elegance"].

Guided by core principles of [specific principles, e.g., "integrity, precision, and sustainability"], we pledge to uphold the trust our clients place in us, consistently delivering results that resonate with our promise of excellence.



## Business history

 Help tip

 Home Improvement Business Plan


If you're an established home improvement service provider, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

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*Start writing here..*

## Future goals

 **Help tip**

 **Home Improvement Business Plan**

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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*Start writing here..*

# 3.

## Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



## REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

### Help tip

### Home Improvement Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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*Start writing here..*

## Target Market

### Help tip

### Home Improvement Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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## Market size and growth potential

### Help tip

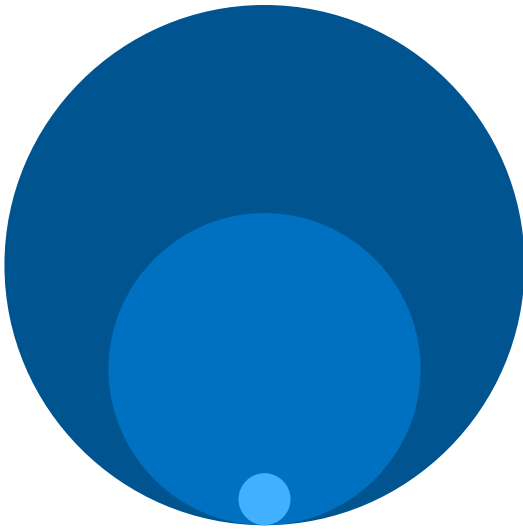
### Home Improvement Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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*Start writing here..*

## Market Size



### Available Market

Total potential consumers interested in home improvement services.

**500M**

### Served Market

Consumers already using home improvement services.


**300M**

### Target Market

Homeowners aged 30-50 seeking modern design solutions.

**50M**

 **Help tip**

 **Home Improvement Business Plan**

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your home improvement business from them.

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## Competitive analysis

### HomeRevive Solutions

Established in [Year], HomeRevive Solutions has been a stalwart in the home improvement industry, serving over [XX,000] clients across [specific geographic region].

#### Features

- Comprehensive home remodeling
- Customized design consultations
- Eco-friendly material options
- Kitchen and bathroom specialist services
- Smart home integrations

#### Strengths

- Extensive experience in the industry
- Wide network of suppliers ensuring competitive pricing
- Strong customer loyalty backed by consistent service quality

#### Weaknesses

- Limited digital presence, reducing reach to the younger demographic
- Longer turnaround time for project completions
- Relatively inflexible pricing structures



## ModernSpaces Creations

ModernSpaces Creations, founded in [Year], has carved a niche for itself with its avant-garde designs and modern home improvement solutions.

### Features

- Modular kitchen and living space designs
- Home automation and tech integrations
- Energy-efficient home solutions
- Virtual design mockups and consultations

### Strengths

- Strong focus on technology-driven solutions appealing to a tech-savvy audience
- Agile project management ensuring swift project completions
- Collaborations with leading tech brands for integrated home solutions

### Weaknesses

- Premium pricing may alienate budget-conscious customers
- Limited options for traditional home designs
- Dependence on third-party tech providers, sometimes leading to integration issues

## Traditions & Trends Co.

Traditions & Trends Co., with roots tracing back to [Year], seamlessly blends traditional craftsmanship with contemporary trends.

### Features

- Bespoke carpentry and woodworking solutions
- Heritage property restorations
- Tailored design consultations
- Outdoor and landscape design services

### Strengths

- Unique proposition of merging the old with the new, appealing to a broad audience
- Skilled craftsmen ensuring authentic restorations and designs
- Strong community presence and reputation

### Weaknesses


- Limited adoption of modern technologies and solutions
- Slower adaptation to rapidly changing market trends
- Less emphasis on eco-friendly practices

## Market trends

 **Help tip**

 **Home Improvement Business Plan**

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

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# Regulatory environment

💡 Help tip

📄 Home Improvement Business Plan

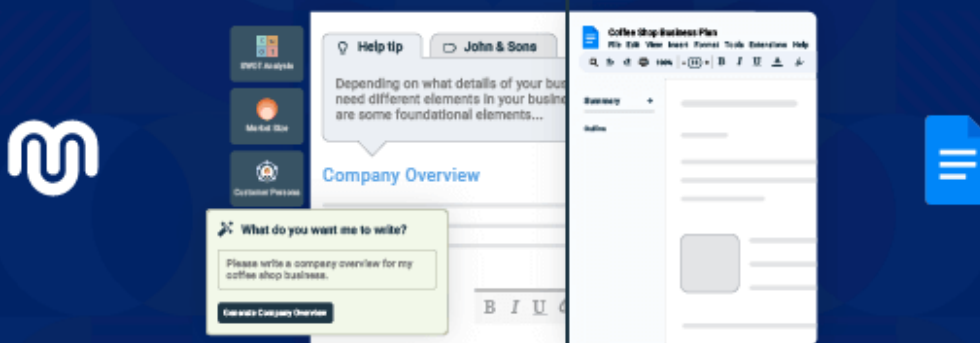
List regulations and licensing requirements that may affect your home improvements company, such as business registration, license, and permits, compliance with safety standards, insurance, environmental regulations, state and federal regulations, etc.

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Start writing here..

## Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

# 4.

## Products and Services

Services

Home Improvement Products

Quality Measures

Additional Services



## REMEMBER

The product and services section of a home improvement business plan should describe the specific services and products that will be offered to customers. To write this section should include the

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### Help tip

### Home Improvement Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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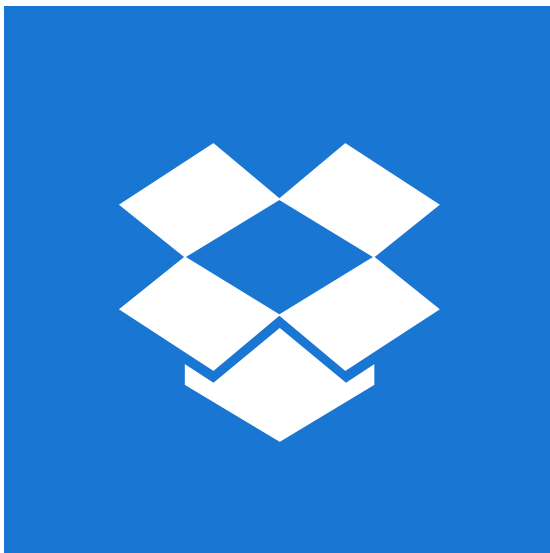
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### Help tip

Mention the home improvement services your business will offer. This list may include services like,

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## Services



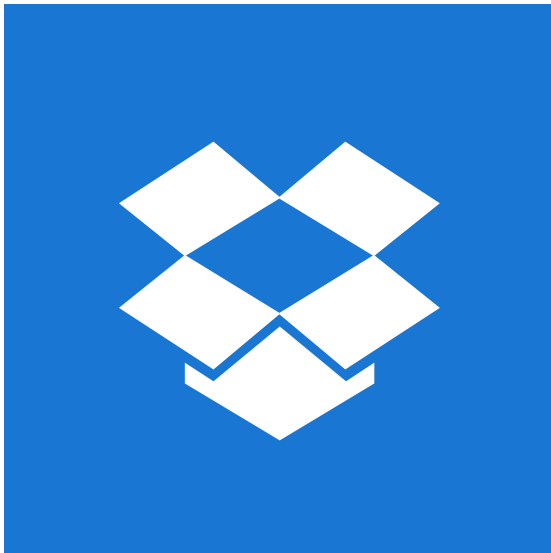
### Design Consultation

Price: **[\$150] per hour**

A one-on-one session with our expert designers to understand client preferences, discuss potential design themes, and offer recommendations tailored to individual tastes and the property's layout.

#### Specifications

- Duration: Approximately [1-2] hours.
- Includes: Mood boards, initial sketches, and color palette discussions.
- Platform: In-person or virtual meetings available.



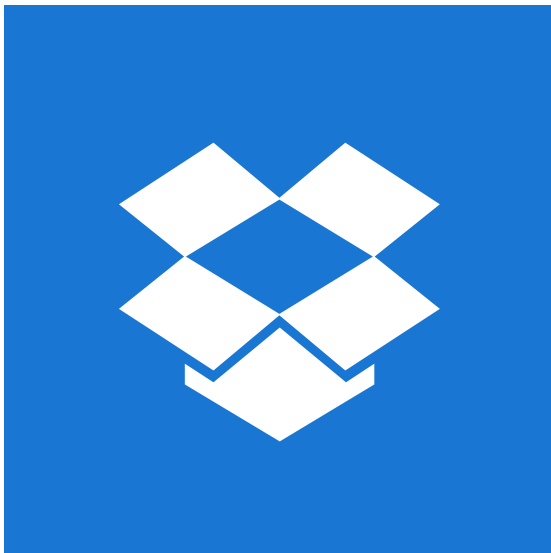
## Project Planning & Management

Price: **[\$2,500] per project**

Dedicated project managers oversee the project from inception to completion, ensuring all tasks are completed on time and within budget.

### Specifications

- Duration: Based on project complexity.
- Includes: Timelines, budgeting, task allocation, and regular progress updates.
- Tools Used: Advanced project management software and tools.



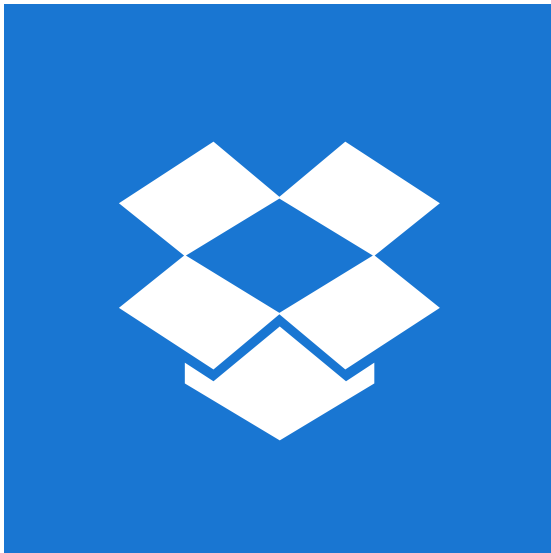
## Installation and Remodeling Services

Price: **Starting at \$[5,000] (varies based on room size and requirements)**

Complete overhaul or specific installations, tailored to transform spaces as per the design consultation outcomes.

### Specifications

- Offerings: Kitchen, bathroom, living room, etc.
- Materials: Choice of standard, premium, or luxury materials.
- Features: Custom cabinetry, countertops, fixtures, etc.



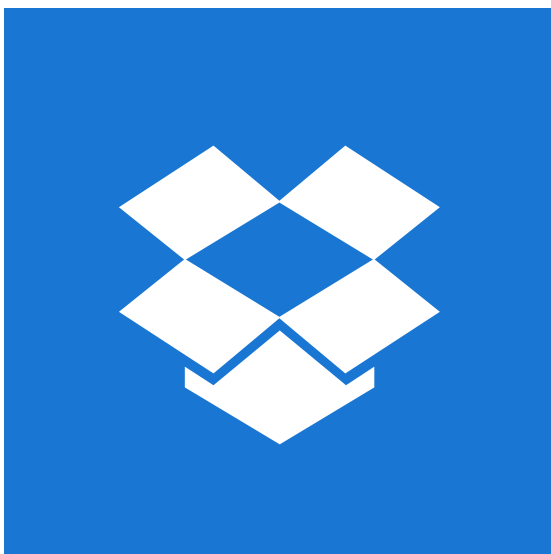
## Painting Services

Price: **[\$3] per square foot**

Breathe life into rooms with our vast palette of shades and professional painting services.

### Specifications

- Type: Matte, gloss, semi-gloss, etc.
- Brand Options: [Brand A], [Brand B], etc.
- Additional: Wallpaper installation, textured painting.



## Repair & Maintenance

Price: **[\$50] per hour**

Periodic checks and repairs ensuring the home stays in pristine condition, with an emphasis on longevity and sustainability.

### Specifications

- Services: Plumbing, electrical, carpentry, etc.
- Frequency: On-demand or scheduled.
- Warranty: [XX] months on all repair works.

## Home Improvement Products

💡 Help tip 📄 Home Improvement Business Plan

List down home improvement products offered by your business. This list may include,


- Building materials

To unlock help try Upmetrics! 🔒

*Start writing here..*

## Quality Measures

 **Help tip**

 **Home Improvement Business Plan**


This section should explain how you maintain quality standards and consistently provide the highest quality service.

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*Start writing here..*

## Additional Services

 **Help tip**

 **Home Improvement Business Plan**

Mention if your home improvement business offers any additional services. You may include services like customization, tool rentals, DIY workshops, etc.

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*Start writing here..*

# 5.

## Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention





## REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

### Help Tip

### Home Improvement Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

To unlock help try Upmetrics!

*Start writing here..*

## Unique Selling Proposition (USP)

### Help tip

### Home Improvement Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

*Start writing here..*

## Pricing Strategy

### Help tip

### Home Improvement Business Plan

Describe your pricing strategy—how you plan to price your remodeling services and stay competitive in the local market. You can mention any entry discounts you plan on offering to attract new customers to your home improvement service.

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*Start writing here..*

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, brochures, email marketing, content marketing, and print marketing.

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## Marketing strategies

### Online



#### Social Media

Targeted campaigns on platforms like Facebook, Instagram, and Pinterest, showcasing our latest projects and client testimonials.



#### Email Marketing

Periodic newsletters with tips, tricks, and special offers for our subscriber base.



#### Content Marketing

Engaging blog posts and videos providing value and showcasing our expertise.



#### Google Ads

Optimized ad campaigns to reach those actively searching for home improvement services.

### Offline



#### Brochures

High-quality print material distributed in [specific localities/regions].



#### Print Marketing

Local newspaper ads and magazine features to reach a traditional audience.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include direct sales calls, partnering with local contractors, home builders, and the local community, offering referral programs, etc.

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## Sales strategies



### Partner with Businesses

Collaborative efforts with local contractors, home builders, and community events to broaden our reach.



### Direct Sales Calls

Engaging potential clients who've shown interest or been referred to us.



### Referral Programs

Rewarding our satisfied customers who refer our services to friends and family, thereby amplifying our sales.

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts on annual maintenance services, priority services, etc.

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## Customer retention



### Loyalty Programs

Rewarding customers with points for every service availed, which can be redeemed for discounts or complimentary services.



### Annual Membership Discounts

Special rates for customers opting for yearly maintenance services.



### Priority Services

Ensuring our loyal customer base always gets priority slots and faster service.

# 6.

## Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



## REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

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### Help tip

### Home Improvement Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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*Start writing here..*

## Staffing & Training

### Help tip

### Home Improvement Business Plan

Mention your home improvement company's staffing requirements, including the number of sales associates, cashiers, and technicians, design consultants. Include their qualifications, the training required, and the duties they will perform.

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*Start writing here..*

## Operational Process

### Help tip

### Home Improvement Business Plan

Outline the processes and procedures you will use to run your home improvement business.


Your operational processes may include sourcing materials, offering quotes, drafting and

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*Start writing here..*

## Equipment & Machinery

 **Help tip**

 **Home Improvement Business Plan**

Include the list of equipment and machinery required for home improvements, such as hand and power tools, power generators, air compressors, ladders, safety equipment, etc.

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*Start writing here..*

# 7.

## Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



## REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

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### Help tip

### Home Improvement Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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*Start writing here..*

## Key managers

### Help tip

### Home Improvement Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

To unlock help try Upmetrics!

*Start writing here..*



### John Doe

CEO - [john.doe@example.com](mailto:john.doe@example.com)

As the co-founder and CEO of [EnhanceMyHome, Inc.], John is responsible for setting the strategic direction of the company, ensuring its financial stability, and overseeing its operations.



His insightful leadership has been instrumental in positioning the company as a leading name in the home improvement sector.

With a Bachelor's Degree in Business Management from Stanford University and over 15 years of experience in the home improvement industry, John's vast knowledge and business acumen have been invaluable.





### Jane Doe

Chief Operating Officer (COO) - [jane.doe@example.com](mailto:jane.doe@example.com)



Jane oversees the daily operational aspects of [EnhanceMyHome, Inc.], ensuring that all processes run seamlessly and efficiently. With an MBA from Harvard Business School and a background in operational logistics,

Jane has streamlined many of our core processes, helping the company save time and resources.

Her expertise lies in optimizing supply chain management, managing vendor relationships, and ensuring top-tier quality control.



### Alice Brown

CMO - [alice.brown@example.com](mailto:alice.brown@example.com)



Leading our brand's presence across multiple channels, Alice is the strategic brain behind our marketing endeavors.

She graduated with a Master's in Marketing from the Wharton School and has spent over 10 years in various marketing roles, sharpening her expertise in both digital and traditional mediums.

At [EnhanceMyHome, Inc.], Alice has led numerous successful campaigns, elevating our brand recognition substantially.



### Robert Brown

Store Manager - [robert.brown@example.com](mailto:robert.brown@example.com)



Robert ensures our flagship store operates without a hitch, handling inventory, staff, and customer interactions with finesse.

A graduate in Retail Management from New York University, Robert has a keen eye for detail and an unparalleled ability to manage large teams.

With over 8 years of retail management experience, Robert's leadership has been key to the thriving environment of our store.

# Organizational structure

Help tip

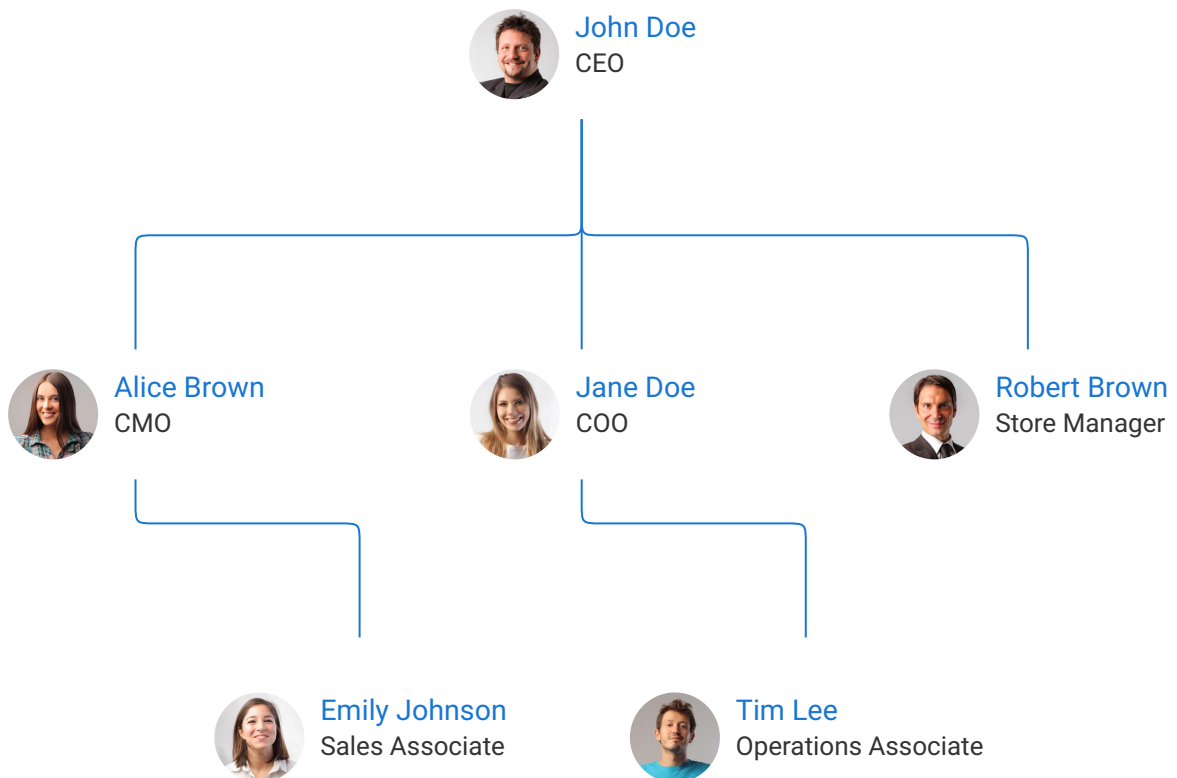
Home Improvement Business Plan

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 

Start writing here..

## Organization chart



# Compensation plan

Help tip

Home Improvement Business Plan

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

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Start writing here..

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

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## Advisors/Consultants



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### [ADVISOR NAME]

Advisor

With [X years] in the home improvement domain, [First Name]'s insights have been invaluable.



---

### [CONSULTANT NAME]

Consultant

Specializing in [specific area e.g., green building practices], [First Name] aids us in staying updated with industry trends.

# 8.

## Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



### REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

### Help tip

### Home Improvement Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

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### Help tip

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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## Profit & loss statement

	2024	2025	2026
<b>Revenue</b>	<b>\$656,570.32</b>	<b>\$1,066,613.39</b>	<b>\$1,746,887.12</b>
Interior Painting Services(Square ft.)	\$238,756.85	\$428,773.07	\$770,015.07

	2024	2025	2026
Unit Sales	159,171	285,849	513,343
Unit Price	\$1.50	\$1.50	\$1.50
Exterior Painting Services(Square ft.)	\$240,412.84	\$384,908.74	\$616,251.50
Unit Sales	120,206	192,454	308,126
Unit Price	\$2	\$2	\$2
Flooring Installation(Sq. ft)	\$177,400.63	\$252,931.58	\$360,620.55
Unit Sales	70,960	101,173	144,248
Unit Price	\$2.50	\$2.50	\$2.50
<b>Cost Of Sales</b>	<b>\$258,000</b>	<b>\$268,500</b>	<b>\$279,445.80</b>
General Costs	\$258,000	\$268,500	\$279,445.80
Painting Supplies	\$102,000	\$106,740	\$111,709.80
Paint	\$90,000	\$94,500	\$99,225
Brushes and Rollers	\$12,000	\$12,240	\$12,484.80
Flooring Materials	\$156,000	\$161,760	\$167,736
Hardwood Flooring	\$108,000	\$112,320	\$116,812.80


	2024	2025	2026
Tile Flooring	\$48,000	\$49,440	\$50,923.20
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$398,570.32</b>	<b>\$798,113.39</b>	<b>\$1,467,441.32</b>
<b>Gross Margin (%)</b>	<b>60.70%</b>	<b>74.83%</b>	<b>84%</b>
<b>Operating Expense</b>	<b>\$397,800</b>	<b>\$410,002.80</b>	<b>\$422,606.64</b>
Payroll Expense (Indirect Labor)	\$346,200	\$356,734.80	\$367,610.76
Management	\$139,800	\$143,994	\$148,313.88
Project Manager	\$75,000	\$77,250	\$79,567.56
Operations Manager	\$64,800	\$66,744	\$68,746.32
Skilled Labor	\$110,640	\$115,065.60	\$119,668.20
Flooring Specialist	\$56,640	\$58,905.60	\$61,261.80
Senior Painter	\$54,000	\$56,160	\$58,406.40

	<b>2024</b>	<b>2025</b>	<b>2026</b>
Administrative Staff	\$95,760	\$97,675.20	\$99,628.68
Office Manager	\$54,000	\$55,080	\$56,181.60
Customer Service Representative	\$41,760	\$42,595.20	\$43,447.08
General Expense	\$51,600	\$53,268	\$54,995.88
Operational Expenses	\$30,000	\$30,840	\$31,704
Office Rent	\$24,000	\$24,720	\$25,461.60
Utilities	\$6,000	\$6,120	\$6,242.40
Marketing Expenses	\$13,200	\$13,812	\$14,454.12
Advertising	\$12,000	\$12,600	\$13,230
Website Maintenance	\$1,200	\$1,212	\$1,224.12
Administrative Expenses	\$8,400	\$8,616	\$8,837.76
Office Supplies	\$3,600	\$3,672	\$3,745.44
Insurance	\$4,800	\$4,944	\$5,092.32
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0



	2024	2025	2026
<b>EBITDA</b>	<b>\$770.34</b>	<b>\$388,110.63</b>	<b>\$1,044,834.75</b>
<b>Additional Expense</b>	<b>\$18,634.09</b>	<b>\$16,453.13</b>	<b>\$14,137.64</b>
Long Term Depreciation	\$7,596	\$7,596	\$7,596
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$6,825.66)	\$380,514.63	\$1,037,238.75
Interest Expense	\$11,038.09	\$8,857.12	\$6,541.64
EBT	(\$17,863.75)	\$371,657.50	\$1,030,697.11
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$674,434.09</b>	<b>\$694,955.93</b>	<b>\$716,190.08</b>
<b>Net Income</b>	<b>(\$17,863.75)</b>	<b>\$371,657.50</b>	<b>\$1,030,697.11</b>
<b>Net Income (%)</b>	<b>(2.72%)</b>	<b>34.84%</b>	<b>59%</b>
Retained Earning Opening	\$0	(\$22,863.75)	\$341,793.75

	2024	2025	2026
Owner's Distribution	\$5,000	\$7,000	\$5,000
<b>Retained Earning Closing</b>	<b>(\$22,863.75)</b>	<b>\$341,793.75</b>	<b>\$1,367,490.86</b>

 Help tip

The cash flow for the first few years of your operation should be estimated and described in this section. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.


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## Cash flow statement

	2024	2025	2026
<b>Cash Received</b>	<b>\$656,570.34</b>	<b>\$1,066,613.43</b>	<b>\$1,746,887.19</b>
<b>Cash Paid</b>	<b>\$666,838.09</b>	<b>\$687,359.93</b>	<b>\$708,594.08</b>
COS & General Expenses	\$309,600	\$321,768	\$334,441.68
Salary & Wages	\$346,200	\$356,734.80	\$367,610.76
Interest	\$11,038.09	\$8,857.12	\$6,541.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
<b>Net Cash From Operations</b>	<b>(\$10,267.75)</b>	<b>\$379,253.50</b>	<b>\$1,038,293.11</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$45,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$45,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$300,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$200,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
<b>Amount Paid</b>	<b>\$40,360.63</b>	<b>\$44,541.59</b>	<b>\$44,857.08</b>
Loan Capital	\$35,360.63	\$37,541.60	\$39,857.08
Dividends & Distributions	\$5,000	\$7,000	\$5,000
<b>Net Cash From Financing</b>	<b>\$259,639.37</b>	<b>(\$44,541.59)</b>	<b>(\$44,857.08)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	\$204,371.62	\$539,083.53
Cash In	\$956,570.34	\$1,066,613.43	\$1,746,887.19
Cash Out	\$752,198.72	\$731,901.52	\$753,451.16
Change in Cash	\$204,371.62	\$334,711.91	\$993,436.03
<b>Ending Cash</b>	<b>\$204,371.62</b>	<b>\$539,083.53</b>	<b>\$1,532,519.56</b>

 **Help tip**

Create a projected balance sheet documenting your home improvement business's assets, liabilities, and equity.


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## Balance sheet

	2024	2025	2026
<b>Assets</b>	<b>\$241,775.62</b>	<b>\$568,891.53</b>	<b>\$1,554,731.56</b>
<b>Current Assets</b>	<b>\$204,371.62</b>	<b>\$539,083.53</b>	<b>\$1,532,519.56</b>

	2024	2025	2026
Cash	\$204,371.62	\$539,083.53	\$1,532,519.56
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$37,404</b>	<b>\$29,808</b>	<b>\$22,212</b>
Gross Long Term Assets	\$45,000	\$45,000	\$45,000
Accumulated Depreciation	(\$7,596)	(\$15,192)	(\$22,788)
<b>Liabilities &amp; Equity</b>	<b>\$241,775.62</b>	<b>\$568,891.52</b>	<b>\$1,554,731.55</b>
<b>Liabilities</b>	<b>\$164,639.37</b>	<b>\$127,097.77</b>	<b>\$87,240.69</b>
<b>Current Liabilities</b>	<b>\$37,541.60</b>	<b>\$39,857.08</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$37,541.60	\$39,857.08	\$0
<b>Long Term Liabilities</b>	<b>\$127,097.77</b>	<b>\$87,240.69</b>	<b>\$87,240.69</b>
Long Term Debt	\$127,097.77	\$87,240.69	\$87,240.69

	2024	2025	2026
<b>Equity</b>	<b>\$77,136.25</b>	<b>\$441,793.75</b>	<b>\$1,467,490.86</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	(\$22,863.75)	\$341,793.75	\$1,367,490.86
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

 **Home Improvement Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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## Break-even Analysis


	2024	2025	2026
Starting Revenue	\$0	\$656,570.34	\$1,723,183.77

	2024	2025	2026
Net Revenue	\$656,570.32	\$1,066,613.39	\$1,746,887.12
<b>Closing Revenue</b>	<b>\$656,570.34</b>	<b>\$1,723,183.77</b>	<b>\$3,470,070.96</b>
Starting Expense	\$0	\$674,434.09	\$1,369,390.02
Net Expense	\$674,434.09	\$694,955.93	\$716,190.08
<b>Closing Expense</b>	<b>\$674,434.09</b>	<b>\$1,369,390.02</b>	<b>\$2,085,580.10</b>
<b>Is Break Even?</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
<b>Break Even Month</b>	<b>0</b>	<b>Feb '25</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>10 Days</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$674,434.09</b>	<b>\$751,374.33</b>	<b>\$0</b>
Interior Painting Services(Square ft.)	\$0	\$275,122.96	\$0
Exterior Painting Services(Square ft.)	\$0	\$274,909.75	\$0
Flooring Installation(Sq. ft)	\$0	\$201,341.62	\$0
<b>Break Even Units</b>			


	2024	2025	2026
Interior Painting Services(Square ft.)	0	183,415	0
Exterior Painting Services(Square ft.)	0	137,455	0
Flooring Installation(Sq. ft)	0	80,537	0

## Financing needs

 Help tip

 Home Improvement Business Plan

Calculate costs associated with starting a home improvement business, and estimate your financing needs and how much capital you need to raise to operate your business.

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*Start writing here..*



# 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 screenshot shows the Upmetrics 'Financial Plan' interface. On the left, there are navigation buttons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' statement for the year 2023-24. Below this, there is a comparison tool titled 'What price will you charge for each unit?' with a 'Comment Allowed' button and a 'View prices side-by-side' button. The table shows the following data:

	2023-24	2024-25
Revenue	\$245,391	\$161,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$134,276
Gross Margin (%)	80.9%	82.9%
Operating Expenses	\$294,379	\$118,967
	1814	\$15,279
	3.2%	\$6,857.01
	0.2%	\$121,895.01
	7.2%	\$6,827.00
	.18%	3.38%
	7.2%	\$184,875.77

On the right, a spreadsheet view of the same data is shown, with a green Google Sheets icon next to it.

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.

[Start your planning today](#)

9.

Appendix



**REMEMBER**

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and other relevant information.

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# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

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

## Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

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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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