



Strategic Business and Marketing Plan

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1.0 Executive Summary

The purpose of this business plan is to raise \$7,000,000 in private equity capital, for the development of **ELEVATED PROPERTY GROUP, LLC** (“The Company”) which is an Ohio based Limited Liability Company that specializes in the acquisition and/or construction of commercial properties, inexpensively, with their reinsertion in the market for resale and/or rental. Properties that are not sold will be rented by The Company, with a yearly capital appreciation rate of 6%. **ELEVATED PROPERTY GROUP, LLC** is selling up to a 30% equity interest in exchange for this capital, with the Investor receiving a seat on the board of directors, and, a regular stream of dividends.

1.1 The Services

The Company will generate profits from both the ongoing net profits from the sales as well as rental income while generating capital appreciation from the long term holding of these properties. Management projects that at least 40% of the assets acquired will be purchased and held for rental income during the investment period, with 60% of the assets acquired held and resold for profit at the end of 24 months.

Elevated Property Group, LLC will focus on three primary revenue centers

1: Development of residential and Commercial buildings with a core focus on Senior Healthcare facilities This is the most lucrative and fast growing segment of senior care. For more information, please go to this link: [Senior Housing Building Boom](#).

The Company has already bought rights to a franchise territory for Ohio for **Go Telecare**, which is a company on the leading edge of Telemedicine mainly for seniors. For more information, go to this link: [GoTelCare.com](#).



2: Remodel and Sale or rent of existing residential and commercial buildings

3. Develop Solar Projects for PPA lease agreements, and other tax incentives.



1.2 Financing

Elevated Property Group, LLC is seeking to raise \$7 million in equity capital via a private placement offering selling of shares of ownership, in compliance with SEC REG D rules. The Company offers the Investor(s) up to a 30% equity ownership in the The Company, with a proportionate share of annual net profit earnings, and a seat on the board of directors.

Based on our projected 2017, 2018, 2019 net operating income, this joint venture equity share can earn the Investor a cumulative 3 year cash on cash return as follows:

Projected 2017 Net Operating Income : **\$2,780,000**

Projected 2018 Net Operating Income : **\$3,525,000**

Projected 2019 Net Operating Income : **\$4,418,395**

TOTAL 3 yr. Projected NOI : **\$10,723,395**

Total 3 year Cash on Cash Investor Return on initial \$10 M Investment: **107%**

1.3 Mission Statement

Mr. Hazelwood's mission is to develop Elevated Property Group LLC into a premier regional real estate investment firm that will acquire, develop and rent properties profitably. These rentals will be provided with unmatched levels of customer service and attention.

With a wealth of experience under their belts (buying and selling homes), the Company team and network of real estate experts have handled some of the most complicated real estate transactions on the market today. We approach every transaction with the utmost professionalism and care.



We embrace technology because it can streamline and automate our real estate transactions. We use a state-of-the-art business management system, keeping our business extremely organized and efficient so that we're able to spend less time shuffling paperwork and more time finding solutions that work for both of us.

1.4 Management Team

Jeremy Hazelwood / CEO and Founder

Mr. Jeremy Hazelwood, the oldest of nine children, is married with 2 beautiful children, and grew up in the vibrant city of Columbus, Ohio. Jeremy was only in high school when he was drawn to the study of electricity, and naturally had a burning desire to be an entrepreneur at a young age.. His admission in **Southeast Career Centre** while being only in the third year of high school acted the fuel to the fire that lit up his mind to endeavor in the field of electrical work.

Mr. Hazelwood graduated in electronics from DeVry University, and established an electric company named Undefined Heights Electric. Undefined Heights Electric is renowned for its consistent authentic performance for every Client. After 6 years of upgrading experience, the company have now enhanced their services to offer a wide array of solutions and has generated annual revenues ranging from \$300,000 to \$816,000 by the 5th year in business.

A second enterprise, **Elevated Property Group, LLC**, founded by Jeremy Hazelwood has successfully been highlighted for excellent services in the genre of real estate investments and alleviating people with their needs of buying and selling legal property in the state of Ohio and beyond.. Since the company's very inception, Jeremy has been an avid believer in the deliverance of quality, working invariably to make it highly adequate whether he has to choose and go an extra mile for it.

Mr. Hazelwood believes, the three-word-rule saying "Location, Location, Location" is what the foundations of real estate are based upon and with his prominent entrepreneurial skills, he's seeking to raise capital to further elevate the rise of his already well-groomed startup i.e. Elevated Property Group, LLC

Jimmie L. Woody, Jr.

Mr. Jimmie L. Woody Jr. attended Miami University in Oxford, Ohio and has decades of proven business management and real estate property administration. He is an expert in Business mobilization in accordance with business strategy, and, the analysis of potential residents and subcontractors.

Mr. Woody has achieved City Wide Development MicroEnterprise Program Business Management Certification, and is a Dayton Area Board of Realtors Licensor.

Some of his achievements include:

- Managed renovation and overall operation of a 124-unit apartment complex.
- Reviewed and approved billing, expenditure and vendor contracting. And,
- Conducted tenant and tenant service evaluation to prevent turn-over.
- Achieved 100% occupancy of 124-unit apartment complex
- Received 600 K in funds from the City of Dayton to assist in construction \$4 million renovation

1.5 Sales Forecasts

The Company expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years, based on the acquisition, retaining, and total gross rental income of adding 20 properties per year.

Proforma Profit and Loss (Yearly)			
Year	2017	2018	2019
Sales/Rental Income	\$3,500,000	\$4,375,000	\$5,468,750
Operating Costs	\$720,000	\$850,000	\$1,050,355
EBITDA	\$2,780,000	\$3,525,000	\$4,418,395

1.6 Expansion Plan

The Founder expects that the business will aggressively expand during the first three years of operation. As the real estate market returns to normal conditions Elevated Property Group LLC. will be in an excellent position to recognize consistent and regular net operating profits from the management of the Properties, and short term capital gain via resale of below market Properties as well. . In the future, the business may seek to acquire additional capital for the acquisition of additional properties.

2.0 Company and Financing Summary

2.1 Registered Name and Corporate Structure

Elevated Property Group LLC is registered as a Limited Liability Company in good standing in the State of Ohio.

2.2 Required Funds

At this time, Elevated Property Group, LLC requires \$7,000,000 of investor funds. Below is a breakdown of how these funds will be used:

Projected Startup Costs	
Business Startup Year	2017
Working Capital	\$1,000,000
FF&E	\$250,000
Leasehold Improvements	\$30,000
Insurance	\$20,000
Property Acquisitions	\$5,500,000
Marketing Budget	\$150,500
Miscellaneous and Unforeseen Costs	\$50,000
Total Startup Costs	\$7,000,000

2.3 Investor Equity

The Company intends to sell 30% of the outstanding shares in **Elevated Property Group, LLC** in exchange for the requested \$7,000,000 capital.

2.4 Management Equity

Elevated Property Group, LLC will retain 70% of the business once the capital is raised.

2.5 Exit Strategy

If the business is very successful, Mr. Hazelwood may seek to sell the business to a third party for a significant earnings multiple or divest the properties individually. Most likely, the Company will hire a qualified real estate broker to sell the properties on behalf of **Elevated Property Group, LLC**

2.6 Investor Divestiture

This will be discussed during negotiations.

3.0 Real Estate Services

Below is a description of the real estate services offered by **Elevated Property Group, LLC**

The purchase, and development of residential and commercial property is the primary business of **Elevated Property Group, LLC**. Income real estate will provide a continuous stream of rental income that the Management will use for reinvestment and profit stability for the Company. Plus, the acquisition and resale of below market properties will enhance the year to year return on investment growth and bottom line cash on cash returns.

Green Homes



Elevated Property Group also specializes in "green" building and technologies. A concept that is becoming wide spread and very popular with new homes. The aim, is to make houses environmentally friendly and sustainable., with a focus on the below benefits :

Energy Efficient : Use of Energy Star rated appliances, heat pumps and solar energy

Water conservation: Water-saver fixtures and rain recovery systems

Recyclable Materials: Pre-manufactured panelized walls, natural light and responsible techniques for disposing of waste

High Efficiency : Energy monitoring systems and savings on specialized electrical wiring installer

Rehab and Renovations

The Company has been a leader in Central Ohio residential real estate investments, having a stellar track record in buying below market residential property, rehabbing them, and bringing them to full market value quickly and profitably.

For an example of a recent successful acquisition and renovation, of a property located at : **1015 High St Columbus OH** , [please CLICK HERE](#) to view a video of its condition *before* its renovation.



Now, just [CLICK HERE](#) to see a video of its **completed, fully renovated** presentation.

Management is developing a complex economic pricing strategy that will determine the fair market rate of a property based on its capitalization rate in conjunction with the market values of residential and commercial property. Residential real estate is the least risky form of real estate investing because the service offered is a necessity.

4.0 Strategic and Market Analysis

4.1 Economic Outlook

Management is developing a very complex pricing method to ensure that the Company can continue to provide its units at profit despite possible drawbacks in the overall economic market. The Company's two prong approach to real estate will allow the business to grow successfully in the rapidly changing real estate market.

More importantly, this strategy will allow the Company to offset the risks from each business unit so that there is a diversified balance in the Company's real estate portfolio. This is especially important as the business uses leverage to finance the acquisition of its properties.

4.2 Real Estate Strategies

The Company plans to actively pursue a real estate acquisition program that will focus on the purchase of single family and/or multiunit apartment buildings, to be acquired on a bulk purchase basis from **US federal, state and county government entities**



(FDIC, Fannie Mae, HUD, IRS, VA, US Marshalls, etc.), and bank foreclosure sales, with the intent of creating a recurring stream of income. Management will use reasonable leverage to purchase these properties **well below market** so that a positive cash flow is generated after debt service has been paid.

The recurring streams of revenue generated from the rental of multi-unit residential and commercial property will allow the Company to continually recognize revenue despite drawbacks in the real estate market. As these properties increase in value through capital appreciation, the Company will divest of these properties to reap its capital gain profits.

The Company will divest its properties once Management feels that its real estate holdings have become overvalued. Mr. Hazelwood has worked diligently to create a pricing model that will allow the business to understand when the properties have become overvalued. This model will examine the capitalization rates of the income producing properties for a determination of true asset value.



There are tremendous tax benefits for the Company as it engages its real estate investments. As the business makes its real estate divestitures, The Company will recognize capital gain income rather than income on its properties. These windfall gains will be taxed at a rate that is significantly lower than the federal regular income tax levels. This assumes that the business will divest its properties after one year's time



Recently, the number of real estate sales has increased significantly within the last year. This is one of the primary signals of an overvalued real estate market. As stated earlier, the Bureau of Economic Analysis estimates that homes on the market have increased more than 13% over last years figures. During the boom time for real estate over the last five years, many people overextended and over leveraged their properties with floating interest only loans.

4.3 Customer Profile

As the Company intends to operate among several different investment and operating units, it is hard to characterize any specific tenant that will occupy the Company's properties. However, Management will enact strict tenant quality and credit review procedures to ensure the Company's revenues will not be interrupted by tenant default.



4.4 Competition

Since real estate is effectually one of the most free market oriented businesses in the country, competition can not be accurately categorized. The Company anticipates that there will be a sizable amount of competition from both single owner investment firms to large construction companies that are seeking to gain from the unusually high real estate prices throughout the Midwest and the Northeast Markets.

5.0 Marketing Plan

Elevated Property Group, LLC intends to maintain an extensive marketing campaign that will ensure maximum visibility for the acquired units in its targeted market.



The Company will have brochures available at all offices. These will give the customer a general outline of our units and will explain the benefits of our units. We will also have a monthly newsletter that we will send out to our clients.

This newsletter will inform the clients as to the growth and outreach of the Company, and, it will also contain some human interest stories about our properties and the residents. Will also advertise in the local newspapers. Our marketing strategies are simple but aim to reach a large amount of people.

The layout of our publications and advertisements will have a sophisticated and contemporary look without being overly formatted.

Below is an overview of the marketing strategies and objectives of the Company.

5.1 Marketing Objectives

- Develop an online presence by acquiring accounts for major online real estate portals.
- Implement a local campaign with the Company's targeted market via the use of flyers, local newspaper advertisements, and word of mouth.
- Establish relationships with other real estate brokers and agents within the targeted market.

5.2 Marketing Strategies

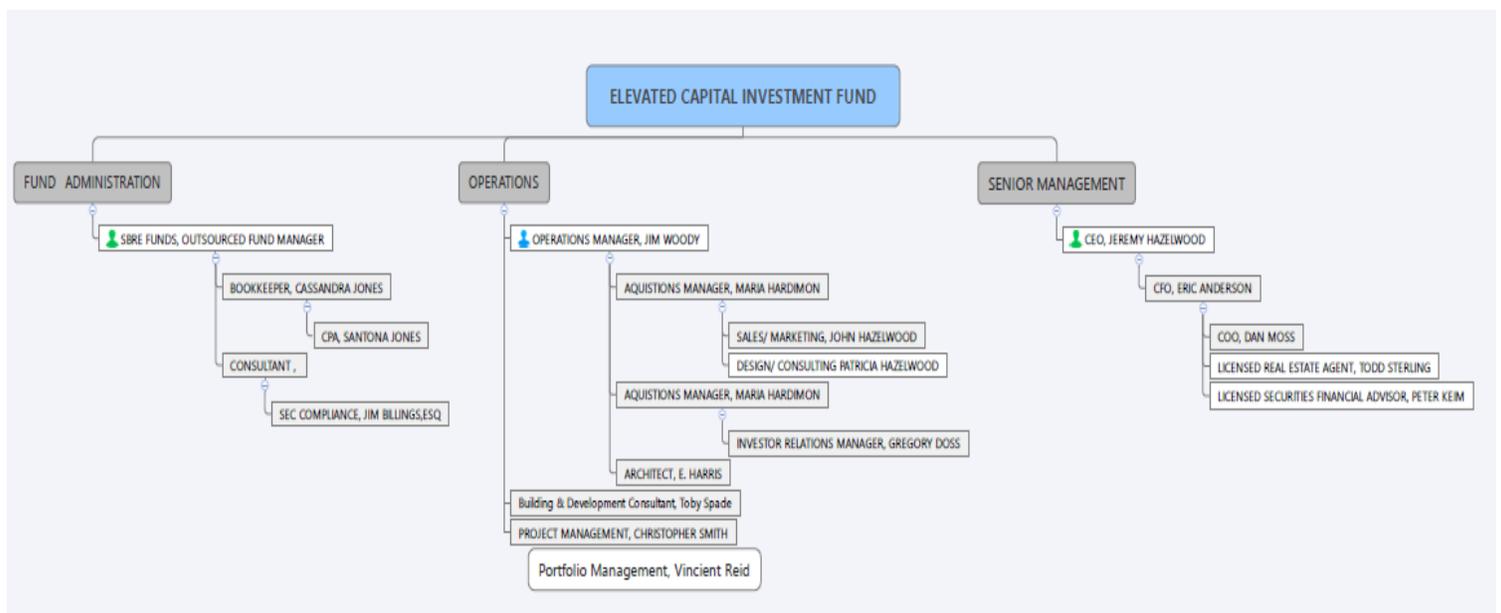
Property and renter buyer marketing can be the most difficult portion of the marketing strategy. This task will be accomplished through the business’s broad marketing campaign program throughout its targeted market. Primarily, Mr. Hazelwood intends to use local real estate brokerage firms to place tenants (and attract buyers during property sales) with the Company’s residential properties. In addition to using a real estate broker, Mr. Hazelwood intends to develop his own marketing strategies that will further increase the visibility of the business’s units. This is especially important with the current real estate market environment.

Elevated Property Group, LLC. will also use an internet based strategy. This is very important as many people seeking real estate for purchase or rent use the Internet to conduct their preliminary searches. Mr. Hazelwood will register the Company and its properties with these online portals so that potential buyers/renters can easily reach the business. The Company will also further develop its own current online website.:
www.elevatedproperty.com

The Company will maintain a sizable amount of print and traditional advertising methods within local markets to promote the homes and properties that the Company is selling.

6.0 Organizational Plan and Personnel Summary

6.1 Corporate Organization



6.2 Organizational Budget

Personnel Plan - Yearly			
Year	2017	2018	2019
Owner	\$100,000	\$110,050	\$150,132
Property Manager	\$40,000	\$49,870	\$60,766
Marketing Staff	\$60,000	\$75,750	\$86,523
Sales Staff	\$40,500	\$45,875	\$53,261
Administrative Staff	\$30,000	\$37,510	\$45,035
Total	\$270,500	\$319,055	\$395,717

Numbers of Personnel			
Year	2017	2018	2019
Owner	1	1	1
Property Manager	1	1	1
Marketing Staff	1	1	1
Sales Staff	1	1	1
Administrative Staff	1	1	1
Totals	5	5	5

7.0 Financial Plan

7.1 Underlying Assumptions

Elevated Property Group, LLC . has based its pro forma financial statements on the following:

- The Company will have an annual revenue growth rate of 25% per year.
- The Owner will acquire \$7,000,000 of investor equity funds to develop the business.
- The Company will not seek debt financing in the first three years of operations.

7.2 Sensitivity Analysis

The Company's revenues can change depending on the general economic climate of the real estate industry. In times of economic recession, the Company may have issues with its top line income as fewer sales will be made and rental income may decrease. However, the Company will generate income from its rental business, which will reduce the risks associated with this business.

7.3 Source of Funds

Financing	
Equity Contributions	
Investor(s)	\$7,000,000.00
Total Equity Financing	\$7,000,000.00
Banks and Lenders	
Total Debt Financing	\$0.00
Total Financing	\$7,000,000.00

7.4 General Assumptions

General Assumptions			
Year	2017	2018	2019
Short Term Interest Rate	9.5%	9.5%	9.5%
Long Term Interest Rate	10.0%	10.0%	10.0%
Federal Tax Rate	33.0%	33.0%	33.0%
State Tax Rate	5.0%	5.0%	5.0%
Personnel Taxes	15.0%	15.0%	15.0%

7.5 Profit and Loss Statements

Proforma Profit and Loss (Yearly)			
Year	2017	2018	2019
Sales/Gross Rental Income	\$3,500,000	\$4,375,000	\$5,468,750

Expenses			
Payroll	\$218,500	\$322,055	\$505,717
General and Administrative	\$13,200	\$13,728	\$14,277
Marketing Expenses	\$4,950	\$5,940	\$6,950
Professional Fees and Licensure	\$5,219	\$5,376	\$5,537
Insurance Costs	\$1,987	\$4,086	\$2,191
Travel and Vehicle Costs	\$107,596	\$288,356	\$300,191
Rent and Utilities	\$4,250	\$4,463	\$4,686
Miscellaneous Costs	\$344,950	\$380,940	\$226,950
Payroll Taxes	\$17,775	\$18,308	\$18,857
Total Operating Costs	\$720,000	\$850,000	\$1,050,355

EBITDA	\$2,780,000	\$3,525,000	\$4,418,395
Federal Income Tax	\$582,184	\$627,815	\$1,274,318
State Income Tax	\$27,604	\$44,517	\$61,563
Interest Expense	\$0	\$0	\$0
Depreciation Expenses	\$74,071	\$94,071	\$94,071

Net Profit	\$2,016,141	\$2,758,597	\$2,988,443
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7.6 Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly			
Year	2017	2018	2019
Cash From Operations	\$2,016,141	\$2,758,597	\$2,988,443
Cash From Receivables	\$0	\$0	\$0
Operating Cash Inflow	\$2,016,141	\$2,758,597	\$2,988,443

Other Cash Inflows

Equity Investment	\$7,000,000	\$0	\$0
Increased Borrowings	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0
A/P Increases	\$37,902	\$43,587	\$50,125
Total Other Cash Inflows	\$7,037,902	\$2,758,597	\$2,988,443

Total Cash Inflow	\$7,037,902	\$2,758,597	\$2,988,443
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Cash Outflows

Repayment of Principal	\$0	\$0	\$0
A/P Decreases	\$24,897	\$29,876	\$35,852
A/R Increases	\$0	\$0	\$0
Asset Purchases	\$5,500,000	\$0	\$0
Dividends	\$539,600	\$599,600	\$599,600
Total Cash Outflows	\$6,064,497	\$629,476	\$635,452

Net Cash Flow	\$973,405	\$2,129,121	\$2,352,991
Cash Balance	\$973,405	\$3,102,526	\$5,455,517

7.7 Balance Sheet

Proforma Balance Sheet - Yearly			
Year	2017	2018	2019
Assets			
Cash	\$973,405	\$3,102,526	\$5,455,517
Amortized Development/Expansion Costs	\$55,000	\$75,700	\$138,585
Property	\$13,007,000	\$6,152,488	\$8,324,070
FF&E	\$150,000	\$301,051	\$550,378
Accumulated Depreciation	(\$874,071)	(\$1,148,143)	(\$2,222,214)
Total Assets	\$13,311,335	\$8,483,622	\$12,246,336
Liabilities and Equity			
Accounts Payable	\$353,005	\$226,716	\$340,990
Long Term Liabilities	\$0	\$0	\$0
Other Liabilities	\$0	\$0	\$0
Total Liabilities	\$353,005	\$226,716	\$340,990
Net Worth	\$12,958,330	\$8,236,906	\$11,905,346

7.8 Business Ratios

Business Ratios - Yearly			
Year	2017	2018	2019
Sales			
Sales Growth	25.0%	25.0%	25.0%
Gross Margin	73.8%	73.8%	73.8%
Financials			
Profit Margin	27.09%	29.79%	31.75%
Assets to Liabilities	86.78	91.23	94.93
Equity to Liabilities	85.78	46.23	83.93
Assets to Equity	1.01	1.02	1.03
Liquidity			
Acid Test	12.74	7.52	5.88
Cash to Assets	0.15	0.16	0.17