Matt's
ROOFING
SOLUTIONS

Table of Contents

1.0 Executive Summary 4

2.0 The Financing 8

2.1 Funds Required 8

2.2 Management and Investor Equity 8

2.3 Exit Strategies 8

3.0 Operations 9

4.0 Overview of the Organization 10

4.1 Registered Name 10

4.2 Commencement of Operations 10

4.3 Mission Statement 10

4.4 Vision Statement 10

4.5 Organizational Objectives 10

5.0 Market and Industry Analysis 11

5.1 External Environmental Analysis 11

5.2 Industry Analysis 11

5.3 Customer Profile 11

5.4 Competitive Analysis 12

6.0 Key Strategic Issues 12

6.1 Sustainable Operations 13

6.2 Basis of Growth 13

7.0 Marketing Plan 14

7.1 Marketing Objectives 14

7.2 Revenue Forecasts 14

7.3 Revenue Assumptions 15

7.4 Marketing Strategies 15

8.0 Organizational Plan 16

8.1 Organizational Hierarchy 16

8.2 Personnel Costs 17

9.0 Financial Plan 18

9.1 Underlying Assumptions 18
9.2 Financial Highlights 18
9.3 Sensitivity Analysis 18
9.4 Source of Funds 18
9.5 Financial Proformas 19
A) Profit and Loss Statement 19
B) Common Size Income Statement 20
C) Cash Flow Analysis 21
D) Balance Sheet 22
9.6 Breakeven Analysis 23
9.7 Business Ratios 23
Appendix A – SWOT Analysis 24
Appendix B – Critical Risks 25
Appendix C – Expanded Profit and Loss Statements 26
Appendix D – Expanded Cash Flow Analysis 32

1.0 Executive Summary

The purpose of this business plan is to secure $250,000 for the development of a roofing company based in Orlando, Florida. Matt's Roofing Solutions LLC ("the Company") was founded this year by Matthew Deutsch. Full scale revenue generating operations are expected to commence in the third quarter of next year once the capital has been secured and the operating assets have been acquired.

Operations

The Company will generate revenues across a number of different service centers. Most importantly, Matt's Roofing Solutions will produce substantial fees when new roofs are installed at residential and commercial properties. The Company will typically generate $8, 000 to $50,000 for each of these engagements. This will be the highest profit center for the business.

In addition to providing new roof installation, the Company will provide ongoing repairs and maintenance. This is an extremely important aspect of the company's operations as it will produce highly predictable streams of income. These revenues are not impacted by challenging economic climates given that having a functioning roof is an absolute imperative for any structure.

The third section of this roofing business plan will further discuss operations.

The Financing

As noted above, the Company is currently seeking $250,000 via a business loan. Matthew Deutsch will contribute $50,000 towards the development of Matt's Roofing Solutions. Primarily the funds will be used for the following:

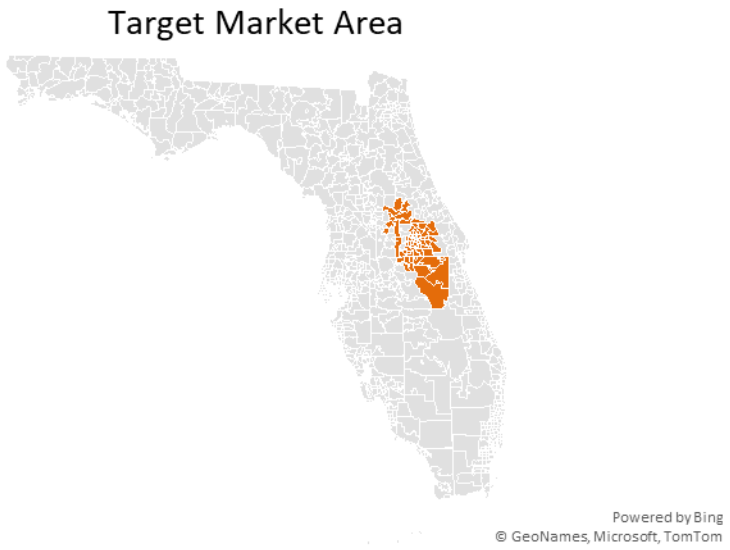
- Office development in Orlando
- Vehicles and roofing equipment
- Working capital

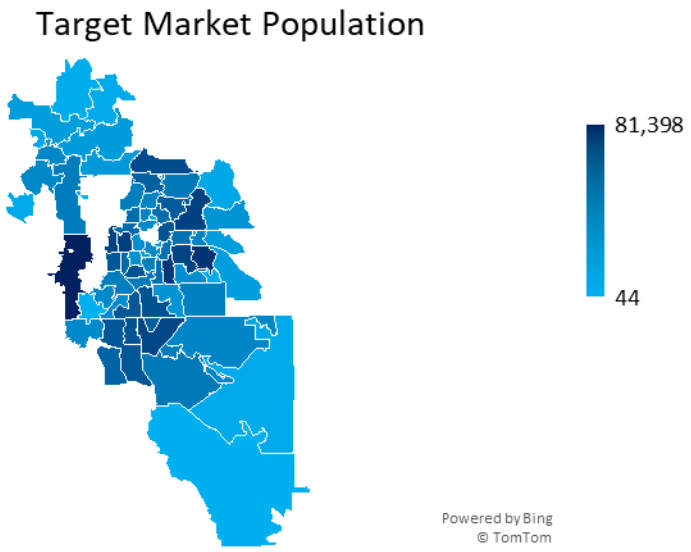
As roofing enterprises are highly scalable businesses, the Company could easily secure additional capital on an as-needed basis to acquire additional operating assets or to develop satellite locations within other markets of Central Florida.

The Future

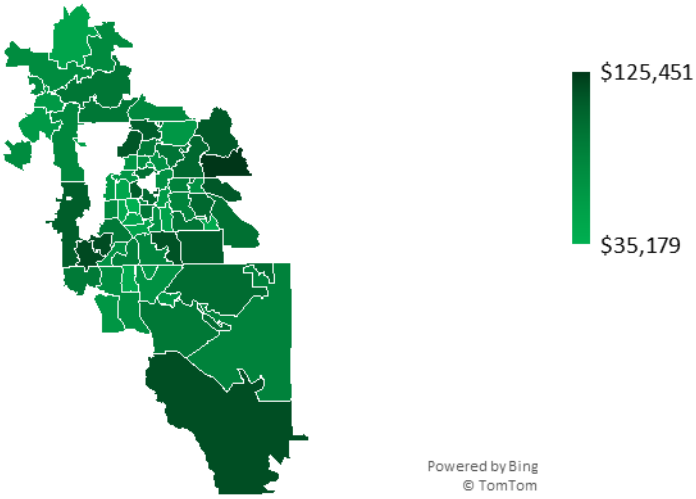
Through numerous ongoing marketing strategies, Matt's Roofing Solutions is poised to become one of the most recognized roofing contracting businesses within Orlando in the Central Florida area. The Company will continue to hire staff roofers that will be able to take on larger engagements as the company expands. Additionally, given the population dense nature of this market, the Company can easily establish satellite locations based on demand.

Market Overview

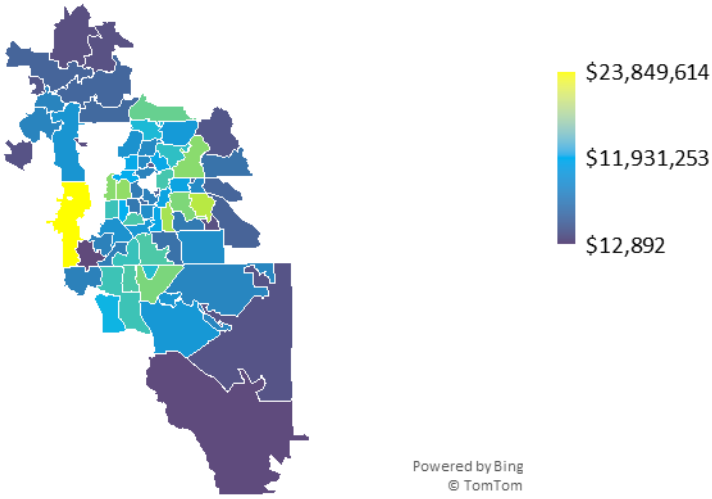




Target Market Household Income

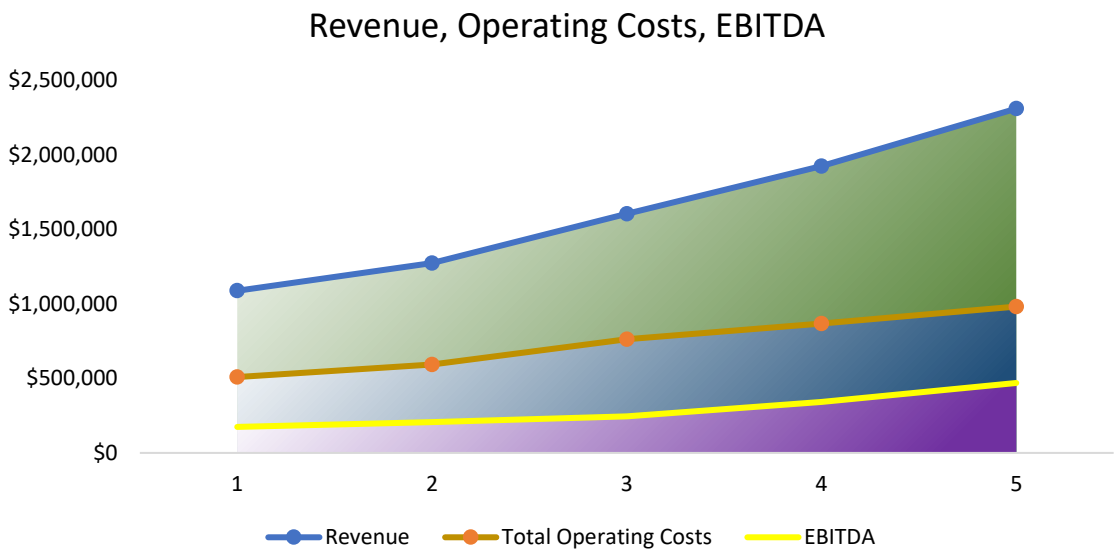


Target Market Demand



Revenue Forecasts

Proforma Profit and Loss					
Year	1	2	3	4	5
Revenue	$1,088,010	$1,272,972	$1,603,944	$1,924,733	$2,309,680
Cost of Revenue	$404,366	$473,108	$596,116	$715,339	$858,406
Gross Profit	$683,645	$799,864	$1,007,829	$1,209,394	$1,451,273
Total Operating Costs	$509,078	$592,797	$763,495	$868,052	$981,969
EBITDA	**$174,566**	**$207,068**	**$244,334**	**$341,343**	**$469,304**

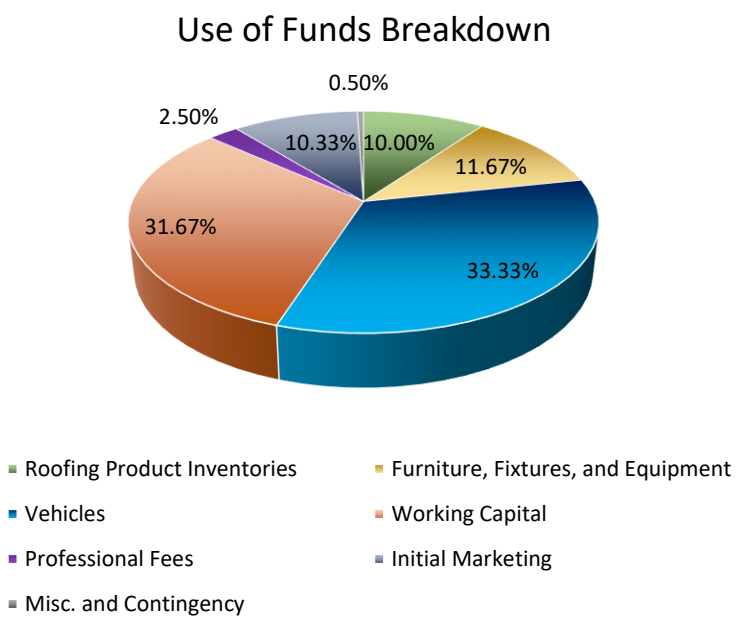


2.0 The Financing

2.1 Funds Required

The funds discussed in the executive summary will be allocated as follows:

Use of Funds	
Roofing Product Inventories	$30,000
Furniture, Fixtures, and Equipment	$35,000
Vehicles	$100,000
Working Capital	$95,000
Professional Fees	$7,500
Initial Marketing	$31,000
Misc. and Contingency	$1,500
Total	$300,000



2.2 Management and Investor Equity

Matthew Deutsch retains a 100% ownership interest in the business.

2.3 Exit Strategies

As roofing contracting businesses are highly stable construction focus enterprises, there is an immense demand among entrepreneurs to acquire these types of companies. In fact, one of the common trends in this industry is that private equity firms have begun to implement roll up strategies within this specific industry. There is an immense potential to sell the business for a significant earnings multiple to an entity of this nature. Historically, roofing contractors have a price to earnings ratio of three times to four times the prior year's EBITDA.

3.0 Operations

Matt's Roofing Solutions has been designed to provide comprehensive roofing services for both residential and commercial properties. The business will directly employ staff so that the Company has full control over each engagement.

A major focus of the Company's operations will be to provide new roofs for structures within Orlando. Given the substantial and ongoing issues with inclement weather in this market, there's an immense demand for Company to provide comprehensive roofing solutions. The company expects to generate $8,000 to $50,000 for each of these new installation engagements.

The highly predictable streams of revenue from ongoing roof maintenance will also be a major component of the success of Matt's Roofing Solutions. For these engagements, the company will typically generate $200 to $2,000 depending on the scope of the work that needs to be done. This will include replacement of skylights that are leaking.

The Company will maintain all proper licensure within the State of Florida as well as numerous insurance policies to address potential liabilities resulting from accidents.

4.0 Overview of the Organization

4.1 Registered Name

Matt's Roofing Solutions LLC. Business is registered as a limited liability company in the State of Florida.

4.2 Commencement of Operations

Revenue generating operations will commence in the third quarter of next year.

4.3 Mission Statement

To provide comprehensive roofing services on a cost-effective basis to clients throughout Orlando and the Central Florida area.

4.4 Vision Statement

To become a widely respected roofing business that is widely recognized for the quality of workmanship.

4.5 Organizational Objectives

- Properly higher roofers that will be able to provide services to clients at job sites.
- Adhere to all safety regulations as it relates to providing roofing services.
- Use multiple forms of advertising in order to create a highly established brand name for the Company in the coming years.
- Establish ongoing relationships of general contractors that will provide referrals to the business.
- Maintain subcontractor relationships with construction companies and real estate developers that will have the business place new roofs on properties that are in development.
- Become a member of numerous chambers of commerce as well as construction focused trade organizations within the Central Florida market.

5.0 Market and Industry Analysis

5.1 External Environmental Analysis

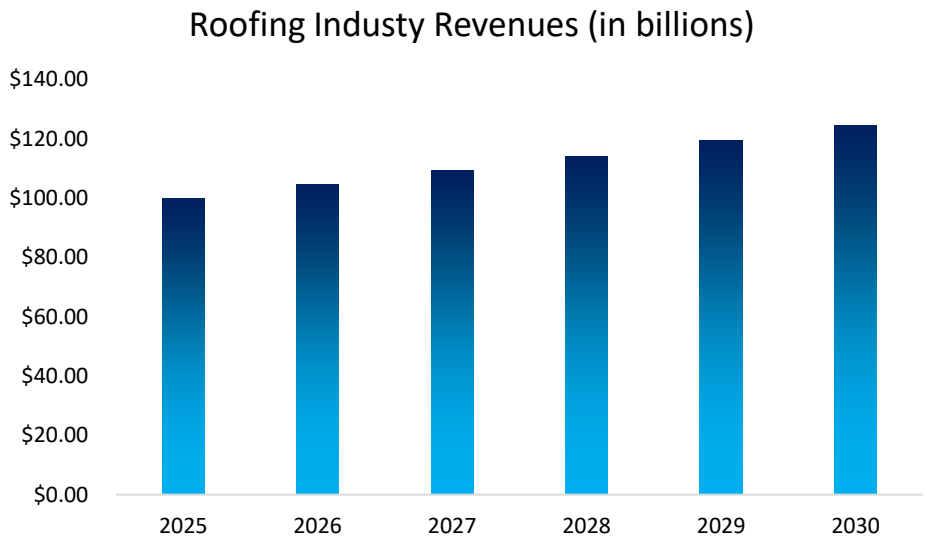
This section of the roofing business plan will discuss the current economic climate, the industry, the client profile, and the ongoing competition that Matt's Roofing Solutions will face.

As a result of changing trade policies, there has been a moderate degree of volatility introduced to the economy. Inflation has increased at a rate that is higher than typically expected. It is fully anticipated that interest rates will be lowered in the coming months in order to address these issues, especially as it relates to ensuring ongoing employment.

However, issues with economy will only have a modest impact on Matt's Roofing Solutions' ability to remain economically viable. It is no secret that a properly functioning roof is absolutely imperative for any structure. Water damage can cause significant and extremely expensive repairs. Although the demand for new roofs may decline slightly during very challenging economic climates, the Company will be able to generate highly predictable income from repair and maintenance operations.

5.2 Industry Analysis

There are 100,000 companies that provide roofing services to the general republic. These businesses aggregately produce $100 billion of annual revenue. The industry employs 300,000 people.



One of the common trends within this industry is to use environmentally friendly material materials when installing and repairing roofs. Matt's Roofing Solutions is committed to using the latest in roofing technology for all client engagements.

5.3 Customer Profile

The demographic profile noted below will be implemented through the Company's wide ranging marketing campaigns:

- Annual household income ranging from $85,000 to $250,000+
- Will spend $8,000 to $15,000 per engagement
- The property is located within 75 miles of the Company's location in Orlando.

5.4 Competitive Analysis

This roofing business plan has been developed specifically as a sample to show to potential clients. If this was completed as an actual engagement, then an analysis regarding all roofing companies within the target market would have been conducted. This would have included an estimation of their anticipated annual revenues, length of time in business, and other attributes that would need to be addressed as a business establishes its operations.

6.0 Key Strategic Issues

6.1 Sustainable Operations

Matt's Roofing Solutions will have sustainable operations as a result of the following:

- A highly experienced Founder and CEO, Matthew Deutsch, will be able to effectively establish and expand the operation to Matt's Roofing Solutions.
- Due to issues with inclement weather, the Company will be able to frequently be called upon the installation of new roofs.
- Highly predictable income from ongoing repair and maintenance operations.
- The operations of Matt's Roofing Solutions are highly scalable, and the Company can establish satellite offices throughout the Central Florida market.

6.2 Basis of Growth

The Company will expand via the following methods:

- Continued hiring of additional roofers in order to boost the billable operations of the business.
- Expansion to include other markets in Florida.
- Potential acquisition of companies that operate in a similar capacity

7.0 Marketing Plan

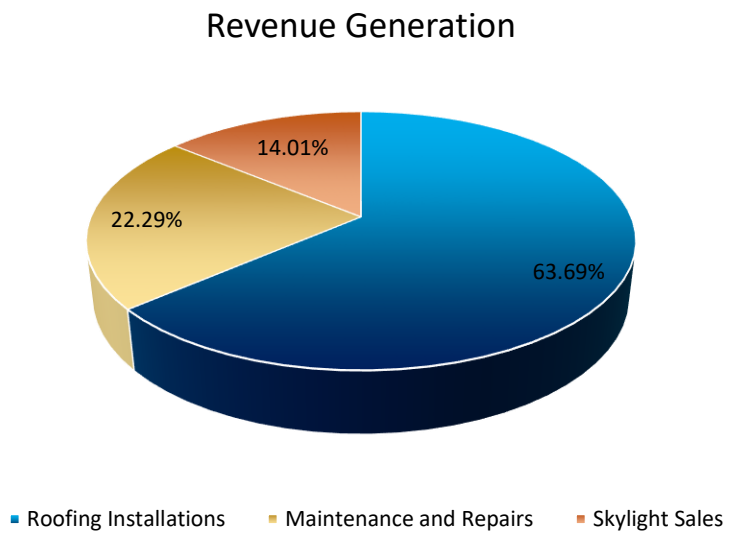
7.1 Marketing Objectives

- Conducted extensive direct outreach with real estate developers and construction firms in the Central Florida area.
- Use multiple forms of online advertising, including a proprietary website and targeted advertisements.
- Maintain ongoing relationships with referring contractors in the greater Orlando area.

7.2 Revenue Forecasts

Yearly Sales Forecast					
Year	**1**	**2**	**3**	**4**	**5**
Roofing Installations	$693,000	$810,810	$1,021,621	$1,225,945	$1,471,134
Maintenance and Repairs	$242,550	$283,784	$357,567	$429,081	$514,897
Skylight Sales	$152,460	$178,378	$224,757	$269,708	$323,649
Totals	**$1,088,010**	**$1,272,972**	**$1,603,944**	**$1,924,733**	**$2,309,680**

Gross Profit					
Year	1	2	3	4	5
Total	**$683,645**	**$799,864**	**$1,007,829**	**$1,209,394**	**$1,451,273**



7.3 Revenue Assumptions

Year 1

- First year revenue will reach $1.08 million
- During this year, the Company will complete at least 30 new roof installations.

Year 2

- In the second year of operation, total revenue will reach $1.2 million.
- The Company will onboard additional roofers.

Years 3-5

- Revenue will reach $2.3 million by Year 5.
- At this time, the Company will enter other market areas of Florida.

7.4 Marketing Strategies

Foremost, the Company intends to conduct an extensive amount of direct outreach with real estate developers and construction firms that operate within Orlando and the greater Central Florida area. In many instances, real estate developers will often outsource the installation of roofs onto newly established properties as a cost saving measure. Given the immense demand for real estate within Orlando, there is a substantial opportunity to establish these types of relationships throughout the life of the business. This will be complemented with the establishment of relationships among general contractors and specialty contractors via ongoing referrals.

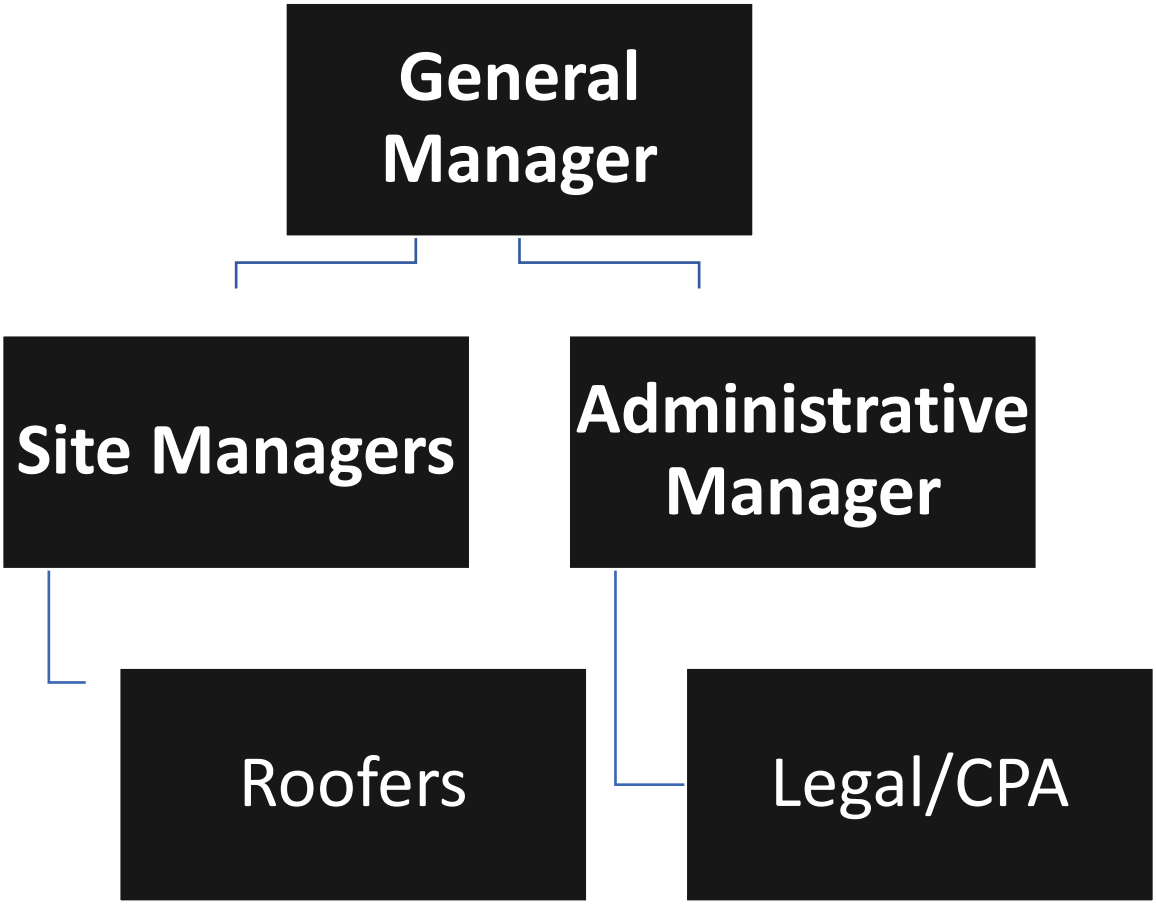
In regards to the Company's website, this will be a search engine optimized platform specific for the Orlando market area. The website will showcase the Company's ability to install new roofs, maintenance/repair services, general information about the business' operations, licensure information, and contact information. The Company will continually add new content regarding roof maintenance in order to ensure that the platform is viewed as an educational resource for everything related to roofing.

The business will also maintain a presence among all social media platforms with the intention of creating a substantial number of followers. The business will use geotargeted advertisements among individuals that have recently conducted searches for roofing services in the Orlando and Central Florida market area.

Finally, the Company will enroll among numerous trade organizations specifically for the construction industry within the Central Florida market.

8.0 Organizational Plan

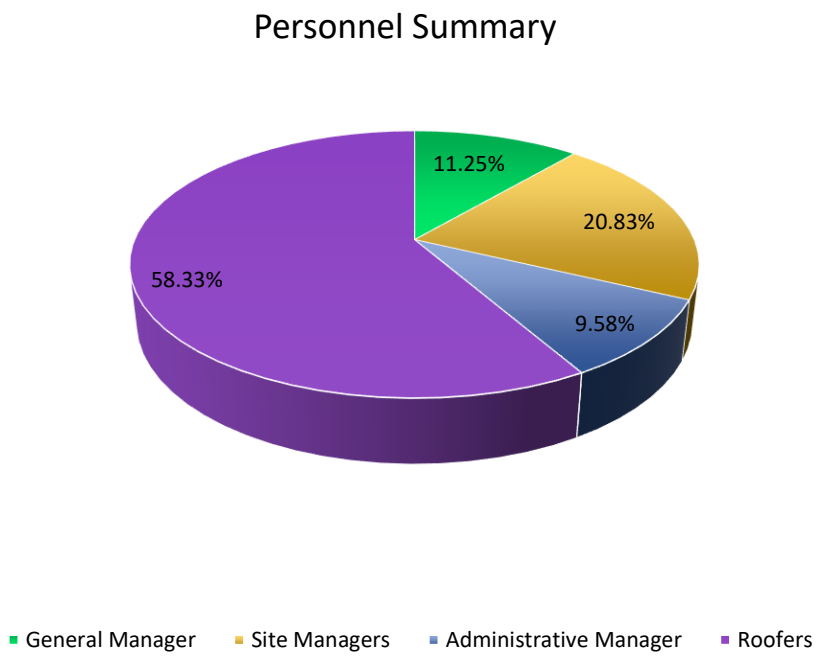
8.1 Organizational Hierarchy



8.2 Personnel Costs

Personnel Plan - Yearly					
Year	1	2	3	4	5
General Manager	$67,500	$69,525	$71,611	$73,759	$75,972
Site Managers	$62,500	$64,375	$132,613	$136,591	$140,689
Administrative Manager	$57,500	$59,225	$61,002	$62,832	$64,717
Roofers	$150,000	$206,000	$265,225	$327,818	$393,928
Total	**$337,500**	**$399,125**	**$530,450**	**$601,000**	**$675,305**

Numbers of Personnel (Year End Headcount)					
Year	1	2	3	4	5
General Manager	1	1	1	1	1
Site Managers	1	1	2	2	2
Administrative Manager	1	1	1	1	1
Roofers	3	4	5	6	7
Total	**6**	**7**	**9**	**10**	**11**



9.0 Financial Plan

9.1 Underlying Assumptions

- Matt's Roofing Solutions will acquire $250,000 of debt to establish operations.
- The company achieve an annual revenue growth rate of 21%.
- Matthew Deutsch will invest $50,000.

9.2 Financial Highlights

- As this is a contracting focus enterprise, the operations are highly scalable
- The business will recognize highly predictable streams revenue from roof repair operations.

9.3 Sensitivity Analysis

As has been one of the central themes throughout this document, the demand for roofing services tend to remain incredibly strong, even during challenging economic climates. As shown in the fifth section of document, even during times of recession, the demand for roofing, especially as it relates to repair services remains incredibly strong. As such, Matt's Roofing Solutions will be able to maintain economic viability at all times.

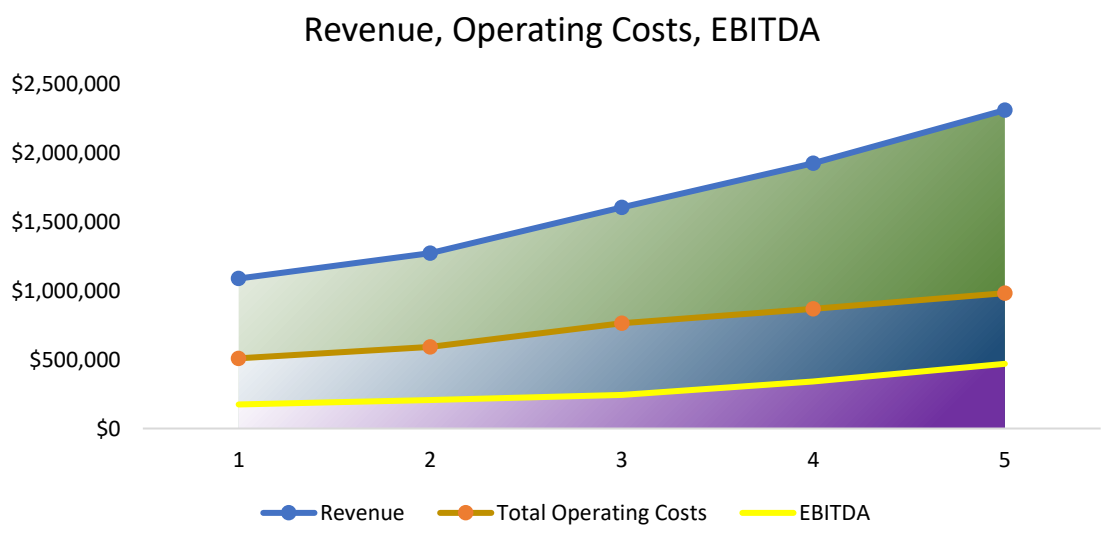
9.4 Source of Funds

Financing	
Equity	
Equity Capitalization	$50,000.00
Total Equity Financing	$50,000.00
Banks and Lenders	
Business Loan	$250,000.00
Total Debt Financing	$250,000.00
Total Financing	**$300,000.00**

9.5 Financial Proformas

A) Profit and Loss Statement

Proforma Profit and Loss					
Year	1	2	3	4	5
Revenue	$1,088,010	$1,272,972	$1,603,944	$1,924,733	$2,309,680
Cost of Revenue	$404,366	$473,108	$596,116	$715,339	$858,406
Gross Margin	62.83%	62.83%	62.83%	62.83%	62.83%
Gross Profit	$683,645	$799,864	$1,007,829	$1,209,394	$1,451,273
Expenses					
Payroll	$337,500	$399,125	$530,450	$601,000	$675,305
General and Administrative	$22,848	$26,732	$33,683	$40,419	$48,503
Vehicle Costs	$48,960	$57,284	$72,177	$86,613	$103,936
Marketing	$13,709	$16,039	$20,210	$24,252	$29,102
Insurance Costs	$25,000	$26,250	$27,563	$28,941	$30,388
Professional Fees	$7,500	$7,875	$8,269	$8,682	$9,116
Facility Costs	$25,000	$25,750	$26,523	$27,318	$28,138
Misc. Costs	$2,742	$3,208	$4,042	$4,850	$5,820
Payroll Taxes	$25,819	$30,533	$40,579	$45,976	$51,661
Total Operating Costs	**$509,078**	**$592,797**	**$763,495**	**$868,052**	**$981,969**
EBITDA	**$174,566**	**$207,068**	**$244,334**	**$341,343**	**$469,304**
Federal Income Tax	$34,670	$42,530	$51,517	$75,365	$106,863
State Income Tax	$6,934	$8,506	$10,303	$15,073	$21,373
Interest Expense	$19,385	$17,973	$16,444	$14,788	$12,994
Depreciation Expenses	$16,500	$18,975	$21,821	$25,094	$28,859
Net Profit	**$97,077**	**$119,084**	**$144,248**	**$211,023**	**$299,216**
Profit Margin	**8.92%**	**9.35%**	**8.99%**	**10.96%**	**12.95%**

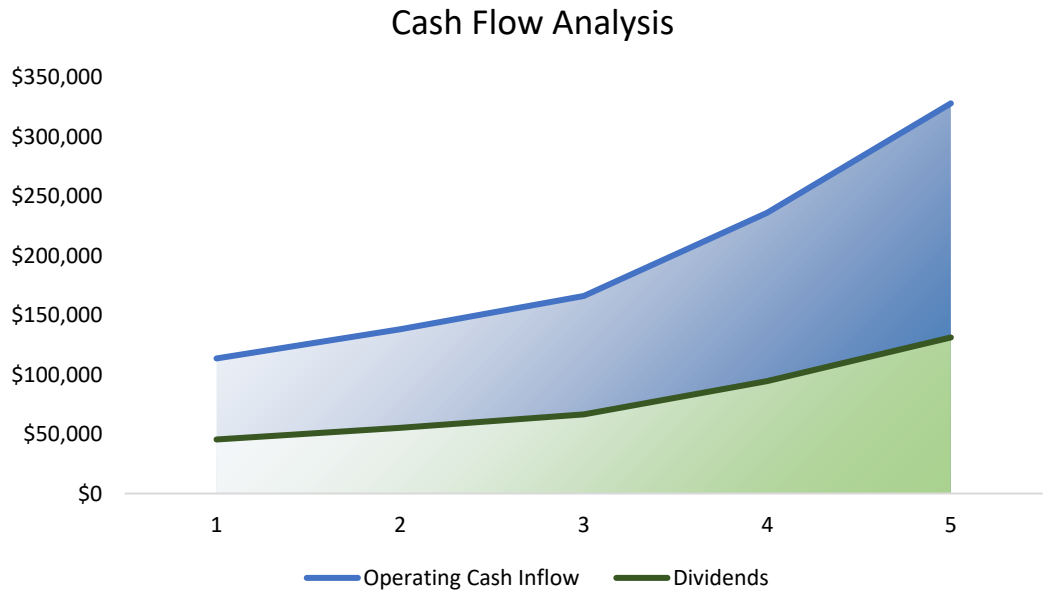


B) Common Size Income Statement

Profit and Loss (Common Size)					
Year	1	2	3	4	5
Revenue	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Revenue	37.17%	37.17%	37.17%	37.17%	37.17%
Gross Profit	62.83%	62.83%	62.83%	62.83%	62.83%
Expenses					
Payroll	31.02%	31.35%	33.07%	31.23%	29.24%
General and Administrative	2.10%	2.10%	2.10%	2.10%	2.10%
Vehicle Costs	4.50%	4.50%	4.50%	4.50%	4.50%
Marketing	1.26%	1.26%	1.26%	1.26%	1.26%
Insurance Costs	2.30%	2.06%	1.72%	1.50%	1.32%
Professional Fees	0.69%	0.62%	0.52%	0.45%	0.39%
Facility Costs	2.30%	2.02%	1.65%	1.42%	1.22%
Misc. Costs	0.25%	0.25%	0.25%	0.25%	0.25%
Payroll Taxes	2.37%	2.40%	2.53%	2.39%	2.24%
Total Operating Costs	46.79%	46.57%	47.60%	45.10%	42.52%
EBITDA	16.04%	16.27%	15.23%	17.73%	20.32%
Federal Income Tax	3.19%	3.34%	3.21%	3.92%	4.63%
State Income Tax	0.64%	0.67%	0.64%	0.78%	0.93%
Interest Expense	1.78%	1.41%	1.03%	0.77%	0.56%
Depreciation Expenses	1.52%	1.49%	1.36%	1.30%	1.25%
Net Profit	8.92%	9.35%	8.99%	10.96%	12.95%

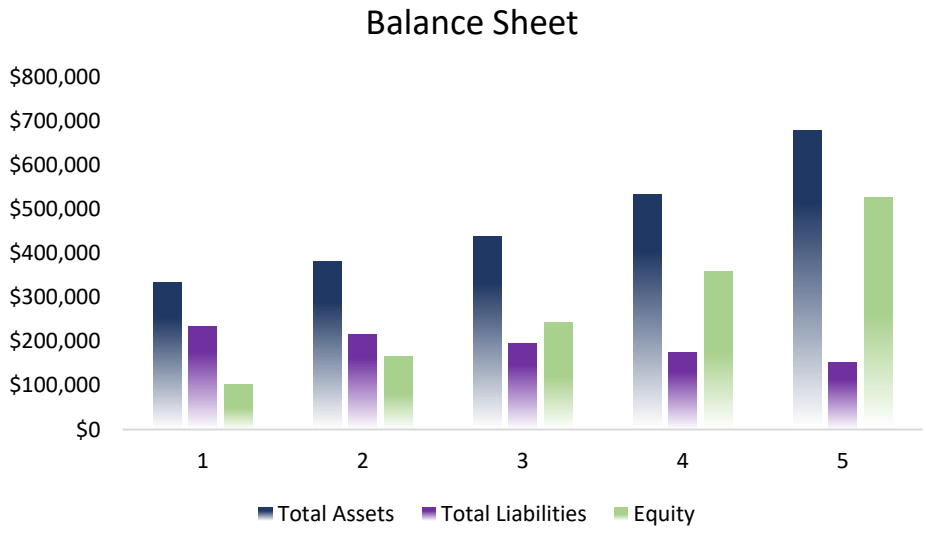
C) Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly					
Year	1	2	3	4	5
Cash From Operations	$113,577	$138,059	$166,069	$236,117	$328,075
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$113,577**	**$138,059**	**$166,069**	**$236,117**	**$328,075**
Other Cash Inflows					
Equity Investment	$50,000	$0	$0	$0	$0
Increased Borrowings	$250,000	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$1,000	$1,050	$1,103	$1,158	$1,216
Total Other Cash Inflows	**$301,000**	**$1,050**	**$1,103**	**$1,158**	**$1,216**
Total Cash Inflow	**$414,577**	**$139,109**	**$167,172**	**$237,275**	**$329,290**
Cash Outflows					
Repayment of Principal	$17,013	$18,425	$19,954	$21,611	$23,404
A/P Decreases	$700	$735	$772	$810	$851
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$165,000	$34,515	$41,517	$59,029	$82,019
Dividends	$45,431	$55,223	$66,428	$94,447	$131,230
Preferred Equity Payment	$0	$0	$0	$0	$0
Total Cash Outflows	**$228,144**	**$108,898**	**$128,671**	**$175,897**	**$237,504**
Net Cash Flow	**$186,433**	**$30,210**	**$38,501**	**$61,378**	**$91,786**
Cash Balance	**$186,433**	**$216,643**	**$255,144**	**$316,521**	**$408,308**



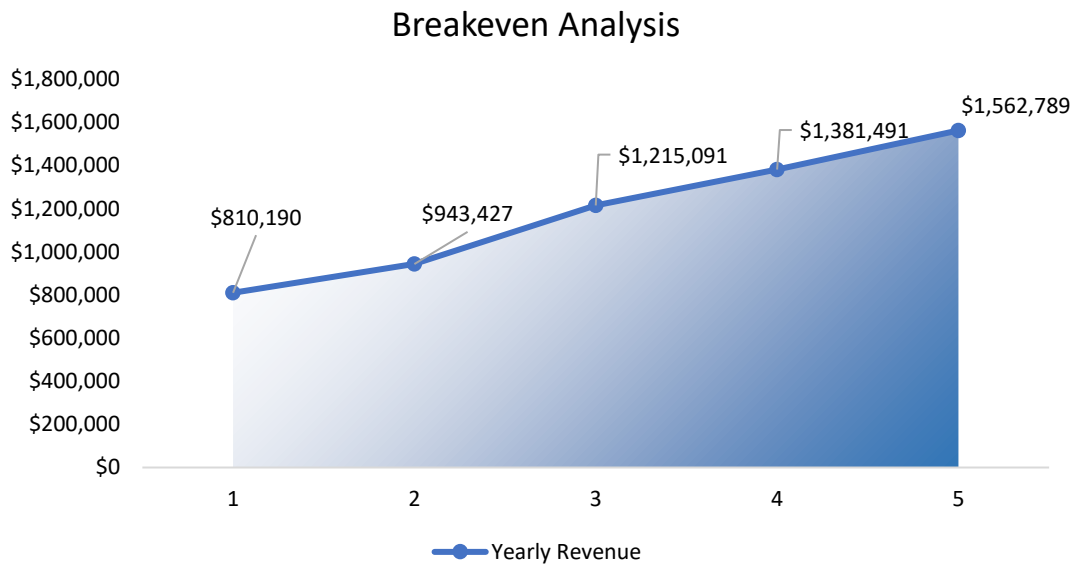
D) Balance Sheet

Proforma Balance Sheet - Yearly					
Year	1	2	3	4	5
Assets					
Cash	$186,433	$216,643	$255,144	$316,521	$408,308
Fixed Assets	$165,000	$199,515	$241,032	$300,061	$382,080
Accumulated Depreciation	($16,500)	($35,475)	($57,296)	($82,391)	($111,249)
Total Assets	**$334,933**	**$380,683**	**$438,880**	**$534,192**	**$679,138**
Liabilities and Equity					
Accounts Payable	$300	$615	$946	$1,293	$1,658
Long Term Liabilities	$232,987	$214,562	$194,607	$172,997	$149,592
Other Liabilities	$0	$0	$0	$0	$0
Total Liabilities	**$233,287**	**$215,177**	**$195,553**	**$174,290**	**$151,250**
Equity	**$101,646**	**$165,506**	**$243,327**	**$359,902**	**$527,889**
Total Liabilities and Equity	**$334,933**	**$380,683**	**$438,880**	**$534,192**	**$679,138**



9.6 Breakeven Analysis

Break Even Analysis					
Year	1	2	3	4	5
Monthly Revenue	$67,516	$78,619	$101,258	$115,124	$130,232
Yearly Revenue	$810,190	$943,427	$1,215,091	$1,381,491	$1,562,789



9.7 Business Ratios

Business Ratios - Yearly					
Year	1	2	3	4	5
Revenue					
Sales Growth	0.0%	17.0%	26.0%	20.0%	20.0%
Gross Margin	62.8%	62.8%	62.8%	62.8%	62.8%
Financials					
Profit Margin	8.92%	9.35%	8.99%	10.96%	12.95%
Assets to Liabilities	1.44	1.77	2.24	3.06	4.49
Equity to Liabilities	0.44	0.77	1.24	2.06	3.49
Assets to Equity	3.30	2.30	1.80	1.48	1.29
Liquidity					
Acid Test	0.80	1.01	1.30	1.82	2.70
Cash to Assets	0.56	0.57	0.58	0.59	0.60

Appendix A – SWOT Analysis

Strengths

- Immense demand within Central Florida market area for comprehensive roofing solutions that can be delivered on a cost-effective basis.
- The Founder, Matthew Deutsch, has more than ten years of experience as a professional roofer.
- Given the climate of Orlando, the demand for new roofs is relatively consistent as a result of hurricanes.
- The Company's operations can be scaled in accordance with ongoing demand in Central Florida.

Weaknesses

- Highly complex operations given at this is a contracting focused business that involves operation at heights.
- There are numerous competitors within the greater Orlando market area.

Opportunities

- Continued expansion in the Company's direct outreach operations with real estate developers and construction firms.
- Scaling into other markets and within the state of Florida.
- Expansion to include other types of construction disciplines.

Threats

- Ongoing issues with imports may cause the inventory inputs of the business to increase as many aspects of roofing products are imported.
- Continually increasing inflation could cause the operating cost of a business to increase, especially as it relates to payroll.

Appendix B – Critical Risks

Development Risk – **Low**
The service architecture that will be employed by Matt's Roofing Solutions has already been developed by Matthew Deutsch. The primary matter that needs to be addressed the securing the funding in this document.

Financing Risk – **Low/Moderate**
A significant portion of the capital so this document will be used directly for the acquisition of vehicles as well as operating assets for completing roofing engagements. The substantial economic stability of roofing contracting businesses will ensure that the business is able to meet is financial obligations on a monthly basis.

Marketing Risk **– Low**
Direct at reach coupled with numerous online marketing strategies will be the principal focus of the Company's operations to establish an ongoing client base. Management is committed for providing an exceptional level of workmanship, which will establish a strong brand name in this market.

Management Risk – **Low**
Matthew Deutsch has more than ten years of experience as a roofing professional. Through this expertise, he will be able to effectively bring the operations of business to immense profitability.

Valuation Risk – **Low**
The valuation risk is offset by:

- Substantial profits generated from new roof installations.
- The Company's equity and debt will be principally used for tangible asset purchases.
- The Company can scale through organic and acquisition means over the next five years.

Exit Risk - **Low**
As these businesses are highly economically stable, private equity firms as well as third-party roofing contractors are always in the market for established roofing businesses. In the event that the businesses to be sold, the Company will undertake numerous protocols to ensure a fair valuation and a seamless transfer of ownership.

Appendix C – Expanded Profit and Loss Statements

Profit and Loss Statement (First Year)							
Months	1	2	3	4	5	6	7
Revenue	**$86,350**	**$87,135**	**$87,920**	**$88,705**	**$89,490**	**$90,275**	**$91,060**
Cost of Revenue	$32,093	$32,384	$32,676	$32,968	$33,260	$33,551	$33,843
Gross Profit	$54,258	$54,751	$55,244	$55,737	$56,231	$56,724	$57,217
Expenses							
Payroll	$28,125	$28,125	$28,125	$28,125	$28,125	$28,125	$28,125
General and Administrative	$1,904	$1,904	$1,904	$1,904	$1,904	$1,904	$1,904
Vehicle Costs	$4,080	$4,080	$4,080	$4,080	$4,080	$4,080	$4,080
Marketing	$1,142	$1,142	$1,142	$1,142	$1,142	$1,142	$1,142
Insurance Costs	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083
Professional Fees	$625	$625	$625	$625	$625	$625	$625
Facility Costs	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083	$2,083
Misc. Costs	$228	$228	$228	$228	$228	$228	$228
Payroll Taxes	$2,152	$2,152	$2,152	$2,152	$2,152	$2,152	$2,152
Total Operating Costs	$42,423	$42,423	$42,423	$42,423	$42,423	$42,423	$42,423
EBITDA	$11,834	$12,328	$12,821	$13,314	$13,807	$14,301	$14,794
Federal Income Tax	$2,752	$2,777	$2,802	$2,827	$2,852	$2,877	$2,902
State Income Tax	$550	$555	$560	$565	$570	$575	$580
Interest Expense	$1,667	$1,658	$1,648	$1,639	$1,630	$1,621	$1,611
Depreciation Expenses	$1,375	$1,375	$1,375	$1,375	$1,375	$1,375	$1,375
Net Profit	$5,491	$5,963	$6,435	$6,908	$7,380	$7,853	$8,326

Profit and Loss Statement (First Year Cont.)						
Month	8	9	10	11	12	Year 1
Revenue	**$91,845**	**$92,630**	**$93,415**	**$94,200**	**$94,985**	**$1,088,010**
Cost of Revenue	$34,135	$34,427	$34,718	$35,010	$35,302	$404,366
Gross Profit	$57,710	$58,204	$58,697	$59,190	$59,683	$683,645
Expenses						
Payroll	$28,125	$28,125	$28,125	$28,125	$28,125	$337,500
General and Administrative	$1,904	$1,904	$1,904	$1,904	$1,904	$22,848
Vehicle Costs	$4,080	$4,080	$4,080	$4,080	$4,080	$48,960
Marketing	$1,142	$1,142	$1,142	$1,142	$1,142	$13,709
Insurance Costs	$2,083	$2,083	$2,083	$2,083	$2,083	$25,000
Professional Fees	$625	$625	$625	$625	$625	$7,500
Facility Costs	$2,083	$2,083	$2,083	$2,083	$2,083	$25,000
Misc. Costs	$228	$228	$228	$228	$228	$2,742
Payroll Taxes	$2,152	$2,152	$2,152	$2,152	$2,152	$25,819
Total Operating Costs	$42,423	$42,423	$42,423	$42,423	$42,423	$509,078
EBITDA	$15,287	$15,780	$16,274	$16,767	$17,260	$174,566
Federal Income Tax	$2,927	$2,952	$2,977	$3,002	$3,027	$34,670
State Income Tax	$585	$590	$595	$600	$605	$6,934
Interest Expense	$1,602	$1,592	$1,582	$1,573	$1,563	$19,385
Depreciation Expenses	$1,375	$1,375	$1,375	$1,375	$1,375	$16,500
Net Profit	$8,798	$9,271	$9,744	$10,217	$10,690	$97,077

Profit and Loss Statement (Second Year)					
	Year 2				
Quarter	Q1	Q2	Q3	Q4	Year 2
Revenue	$308,696	$315,060	$321,425	$327,790	$1,272,972
Cost of Revenue	$114,729	$117,094	$119,460	$121,825	$473,108
Gross Profit	**$193,967**	**$197,966**	**$201,966**	**$205,965**	**$799,864**
Expenses					
Payroll	$99,781	$99,781	$99,781	$99,781	$399,125
General and Administrative	$6,683	$6,683	$6,683	$6,683	$26,732
Vehicle Costs	$13,891	$14,178	$14,464	$14,751	$57,284
Marketing	$3,890	$3,970	$4,050	$4,130	$16,039
Insurance Costs	$6,563	$6,563	$6,563	$6,563	$26,250
Professional Fees	$1,910	$1,949	$1,988	$2,028	$7,875
Facility Costs	$6,438	$6,438	$6,438	$6,438	$25,750
Misc. Costs	$778	$794	$810	$826	$3,208
Payroll Taxes	$7,404	$7,557	$7,710	$7,862	$30,533
Total Operating Costs	**$147,337**	**$147,912**	**$148,486**	**$149,061**	**$592,797**
EBITDA	**$46,630**	**$50,055**	**$53,479**	**$56,904**	**$207,068**
Federal Income Tax	$10,313	$10,526	$10,739	$10,951	$42,530
State Income Tax	$2,063	$2,105	$2,148	$2,190	$8,506
Interest Expense	$4,630	$4,540	$4,448	$4,355	$17,973
Depreciation Expenses	$4,744	$4,744	$4,744	$4,744	$18,975
Net Profit	**$24,880**	**$28,139**	**$31,401**	**$34,664**	**$119,084**

Profit and Loss Statement (Third Year)					
		Year 3			
Quarter	Q1	Q2	Q3	Q4	Year 3
Revenue	$388,957	$396,976	$404,996	$413,016	$1,603,944
Cost of Revenue	$144,558	$147,539	$150,519	$153,500	$596,116
Gross Profit	**$244,398**	**$249,438**	**$254,477**	**$259,516**	**$1,007,829**
Expenses					
Payroll	$132,613	$132,613	$132,613	$132,613	$530,450
General and Administrative	$8,168	$8,337	$8,505	$8,673	$33,683
Vehicle Costs	$17,503	$17,864	$18,225	$18,586	$72,177
Marketing	$4,901	$5,002	$5,103	$5,204	$20,210
Insurance Costs	$6,891	$6,891	$6,891	$6,891	$27,563
Professional Fees	$2,005	$2,047	$2,088	$2,129	$8,269
Facility Costs	$6,631	$6,631	$6,631	$6,631	$26,523
Misc. Costs	$980	$1,000	$1,021	$1,041	$4,042
Payroll Taxes	$10,145	$10,145	$10,145	$10,145	$40,579
Total Operating Costs	**$189,836**	**$190,528**	**$191,220**	**$191,912**	**$763,495**
EBITDA	**$54,563**	**$58,910**	**$63,257**	**$67,604**	**$244,334**
Federal Income Tax	$12,493	$12,750	$13,008	$13,266	$51,517
State Income Tax	$2,499	$2,550	$2,602	$2,653	$10,303
Interest Expense	$4,259	$4,162	$4,062	$3,961	$16,444
Depreciation Expenses	$5,455	$5,455	$5,455	$5,455	$21,821
Net Profit	**$29,857**	**$33,992**	**$38,130**	**$42,269**	**$144,248**

Profit and Loss Statement (Fourth Year)					
		Year 4			
Quarter	Q1	Q2	Q3	Q4	Year 4
Revenue	$466,748	$476,371	$485,995	$495,619	$1,924,733
Cost of Revenue	$173,470	$177,046	$180,623	$184,200	$715,339
Gross Profit	**$293,278**	**$299,325**	**$305,372**	**$311,419**	**$1,209,394**
Expenses					
Payroll	$150,250	$150,250	$150,250	$150,250	$601,000
General and Administrative	$9,802	$10,004	$10,206	$10,408	$40,419
Vehicle Costs	$21,004	$21,437	$21,870	$22,303	$86,613
Marketing	$5,881	$6,002	$6,124	$6,245	$24,252
Insurance Costs	$7,235	$7,235	$7,235	$7,235	$28,941
Professional Fees	$2,105	$2,149	$2,192	$2,236	$8,682
Facility Costs	$6,830	$6,830	$6,830	$6,830	$27,318
Misc. Costs	$1,176	$1,200	$1,225	$1,249	$4,850
Payroll Taxes	$11,494	$11,494	$11,494	$11,494	$45,976
Total Operating Costs	**$215,777**	**$216,601**	**$217,425**	**$218,249**	**$868,052**
EBITDA	**$77,501**	**$82,724**	**$87,947**	**$93,170**	**$341,343**
Federal Income Tax	$18,276	$18,653	$19,030	$19,407	$75,365
State Income Tax	$3,655	$3,731	$3,806	$3,881	$15,073
Interest Expense	$3,857	$3,752	$3,644	$3,534	$14,788
Depreciation Expenses	$6,274	$6,274	$6,274	$6,274	$25,094
Net Profit	**$45,439**	**$50,315**	**$55,194**	**$60,074**	**$211,023**

Profit and Loss Statement (Fifth Year)					
		Year 5			
Quarter	Q1	Q2	Q3	Q4	Year 5
Revenue	$560,097	$571,646	$583,194	$594,743	$2,309,680
Cost of Revenue	$208,164	$212,456	$216,748	$221,040	$858,406
Gross Profit	**$351,934**	**$359,190**	**$366,447**	**$373,703**	**$1,451,273**
Expenses					
Payroll	$168,826	$168,826	$168,826	$168,826	$675,305
General and Administrative	$11,762	$12,005	$12,247	$12,490	$48,503
Vehicle Costs	$25,204	$25,724	$26,244	$26,763	$103,936
Marketing	$7,057	$7,203	$7,348	$7,494	$29,102
Insurance Costs	$7,597	$7,597	$7,597	$7,597	$30,388
Professional Fees	$2,211	$2,256	$2,302	$2,347	$9,116
Facility Costs	$7,034	$7,034	$7,034	$7,034	$28,138
Misc. Costs	$1,411	$1,441	$1,470	$1,499	$5,820
Payroll Taxes	$12,915	$12,915	$12,915	$12,915	$51,661
Total Operating Costs	**$244,019**	**$245,001**	**$245,983**	**$246,966**	**$981,969**
EBITDA	**$107,915**	**$114,189**	**$120,463**	**$126,737**	**$469,304**
Federal Income Tax	$25,914	$26,449	$26,983	$27,517	$106,863
State Income Tax	$5,183	$5,290	$5,397	$5,503	$21,373
Interest Expense	$3,422	$3,308	$3,191	$3,072	$12,994
Depreciation Expenses	$7,215	$7,215	$7,215	$7,215	$28,859
Net Profit	**$66,181**	**$71,928**	**$77,678**	**$83,429**	**$299,216**

Appendix D – Expanded Cash Flow Analysis

Cash Flow Analysis (First Year)								
Month	1	2	3	4	5	6	7	8
Cash From Operations	$6,866	$7,338	$7,810	$8,283	$8,755	$9,228	$9,701	$10,173
Cash From Receivables	$0	$0	$0	$0	$0	$0	$0	$0
Operating Cash Inflow	$6,866	$7,338	$7,810	$8,283	$8,755	$9,228	$9,701	$10,173
Other Cash Inflows								
Equity Investment	$50,000	$0	$0	$0	$0	$0	$0	$0
Increased Borrowings	$250,000	$0	$0	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0	$0	$0	$0
A/P Increases	$83	$83	$83	$83	$83	$83	$83	$83
Total Other Cash Inflows	**$300,083**	**$83**	**$83**	**$83**	**$83**	**$83**	**$83**	**$83**
Total Cash Inflow	**$306,949**	**$7,421**	**$7,894**	**$8,366**	**$8,839**	**$9,311**	**$9,784**	**$10,257**
Cash Outflows								
Repayment of Principal	$1,367	$1,376	$1,385	$1,394	$1,403	$1,413	$1,422	$1,432
A/P Decreases	$58	$58	$58	$58	$58	$58	$58	$58
A/R Increases	$0	$0	$0	$0	$0	$0	$0	$0
Asset Purchases	$165,000	$0	$0	$0	$0	$0	$0	$0
Dividends	$0	$0	$0	$0	$0	$0	$0	$0
Preferred Equity Payment	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Outflows	**$166,425**	**$1,434**	**$1,443**	**$1,452**	**$1,462**	**$1,471**	**$1,480**	**$1,490**
Net Cash Flow	**$140,524**	**$5,987**	**$6,451**	**$6,914**	**$7,377**	**$7,840**	**$8,304**	**$8,767**
Cash Balance	**$140,524**	**$146,512**	**$152,962**	**$159,876**	**$167,253**	**$175,094**	**$183,397**	**$192,164**

Cash Flow Analysis (First Year Cont.)					
Month	9	10	11	12	Year 1
Cash From Operations	$10,646	$11,119	$11,592	$12,065	$113,577
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$10,646**	**$11,119**	**$11,592**	**$12,065**	**$113,577**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$50,000
Increased Borrowings	$0	$0	$0	$0	$250,000
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$83	$83	$83	$83	$1,000
Total Other Cash Inflows	$83	$83	$83	$83	$301,000
Total Cash Inflow	**$10,730**	**$11,202**	**$11,675**	**$12,148**	**$414,577**
Cash Outflows					
Repayment of Principal	$1,441	$1,451	$1,460	$1,470	$17,013
A/P Decreases	$58	$58	$58	$58	$700
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$0	$0	$0	$0	$165,000
Dividends	$0	$0	$0	$45,431	$45,431
Preferred Equity Payment	$0	$0	$0	$0	$0
Total Cash Outflows	**$1,499**	**$1,509**	**$1,519**	**$46,959**	**$228,144**
Net Cash Flow	**$9,230**	**$9,693**	**$10,157**	**-$34,811**	**$186,433**
Cash Balance	**$201,394**	**$211,087**	**$221,244**	**$186,433**	**$186,433**

Cash Flow Analysis (Second Year)					
		Year 2			
Quarter	Q1	Q2	Q3	Q4	Year 2
Cash From Operations	$29,624	$32,883	$36,144	$39,407	$138,059
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$29,624**	**$32,883**	**$36,144**	**$39,407**	**$138,059**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$255	$260	$265	$270	$1,050
Total Other Cash Inflows	**$255**	**$260**	**$265**	**$270**	**$1,050**
Total Cash Inflow	**$29,878**	**$33,143**	**$36,409**	**$39,678**	**$139,109**
Cash Outflows					
Repayment of Principal	$4,469	$4,559	$4,651	$4,745	$18,425
A/P Decreases	$178	$182	$186	$189	$735
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$34,515	$0	$0	$0	$34,515
Dividends	$0	$0	$0	$55,223	$55,223
Preferred Equity Payment	$0	$0	$0	$0	$0
Total Cash Outflows	**$39,162**	**$4,741**	**$4,837**	**$60,158**	**$108,898**
Net Cash Flow	**-$9,284**	**$28,402**	**$31,573**	**-$20,480**	**$30,210**
Cash Balance	**$177,149**	**$205,551**	**$237,123**	**$216,643**	**$216,643**

Cash Flow Analysis (Third Year)					
	Year 3				
Quarter	Q1	Q2	Q3	Q4	Year 3
Cash From Operations	$35,312	$39,448	$43,585	$47,725	$166,069
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$35,312**	**$39,448**	**$43,585**	**$47,725**	**$166,069**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$267	$273	$278	$284	$1,103
Total Other Cash Inflows	**$267**	**$273**	**$278**	**$284**	**$1,103**
Total Cash Inflow	**$35,579**	**$39,720**	**$43,863**	**$48,009**	**$167,172**
Cash Outflows					
Repayment of Principal	$4,840	$4,938	$5,037	$5,139	$19,954
A/P Decreases	$187	$191	$195	$199	$772
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$41,517	$0	$0	$0	$41,517
Dividends	$0	$0	$0	$66,428	$66,428
Preferred Equity Payment	$0	$0	$0	$0	$0
Total Cash Outflows	**$46,545**	**$5,129**	**$5,232**	**$71,765**	**$128,671**
Net Cash Flow	**-$10,966**	**$34,591**	**$38,631**	**-$23,757**	**$38,501**
Cash Balance	**$205,678**	**$240,269**	**$278,900**	**$255,144**	**$255,144**

Cash Flow Analysis (Fourth Year)					
		Year 4			
Quarter	Q1	Q2	Q3	Q4	Year 4
Cash From Operations	$51,713	$56,589	$61,467	$66,348	$236,117
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$51,713**	**$56,589**	**$61,467**	**$66,348**	**$236,117**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$281	$287	$292	$298	$1,158
Total Other Cash Inflows	**$281**	**$287**	**$292**	**$298**	**$1,158**
Total Cash Inflow	**$51,993**	**$56,875**	**$61,760**	**$66,646**	**$237,275**
Cash Outflows					
Repayment of Principal	$5,242	$5,348	$5,455	$5,565	$21,611
A/P Decreases	$197	$201	$205	$209	$810
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$29,515	$29,515	$0	$0	$59,029
Dividends	$0	$0	$0	$94,447	$94,447
Preferred Equity Payment	$0	$0	$0	$0	$0
Total Cash Outflows	**$34,953**	**$35,063**	**$5,660**	**$100,221**	**$175,897**
Net Cash Flow	**$17,040**	**$21,813**	**$56,100**	**-$33,575**	**$61,378**
Cash Balance	**$272,184**	**$293,996**	**$350,096**	**$316,521**	**$316,521**

Cash Flow Analysis (Fifth Year)					
		Year 5			
Quarter	Q1	Q2	Q3	Q4	Year 5
Cash From Operations	$73,396	$79,143	$84,892	$90,644	$328,075
Cash From Receivables	$0	$0	$0	$0	$0
Operating Cash Inflow	**$73,396**	**$79,143**	**$84,892**	**$90,644**	**$328,075**
Other Cash Inflows					
Equity Investment	$0	$0	$0	$0	$0
Increased Borrowings	$0	$0	$0	$0	$0
Sales of Business Assets	$0	$0	$0	$0	$0
A/P Increases	$295	$301	$307	$313	$1,216
Total Other Cash Inflows	**$295**	**$301**	**$307**	**$313**	**$1,216**
Total Cash Inflow	**$73,691**	**$79,444**	**$85,199**	**$90,957**	**$329,290**
Cash Outflows					
Repayment of Principal	$5,677	$5,792	$5,908	$6,027	$23,404
A/P Decreases	$206	$211	$215	$219	$851
A/R Increases	$0	$0	$0	$0	$0
Asset Purchases	$41,009	$41,009	$0	$0	$82,019
Dividends	$0	$0	$0	$131,230	$131,230
Preferred Equity Payment	$0	$0	$0	$0	$0
Total Cash Outflows	**$46,893**	**$47,012**	**$6,123**	**$137,476**	**$237,504**
Net Cash Flow	**$26,797**	**$32,432**	**$79,076**	**-$46,519**	**$91,786**
Cash Balance	**$343,319**	**$375,751**	**$454,827**	**$408,308**	**$408,308**