



**RESECTIONS, INC.**



**RELOCATING MAJESTIC 19<sup>TH</sup> CENTURY MANSIONS**

**SAVING HISTORIC  
ARCHITECTURE.**

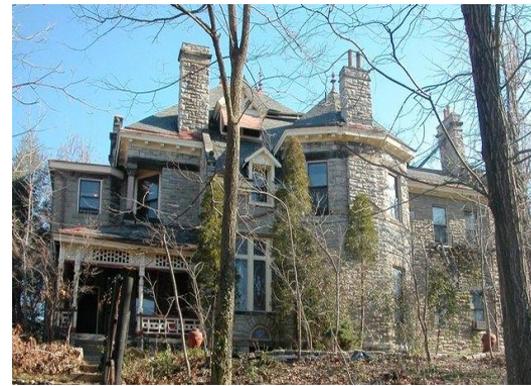
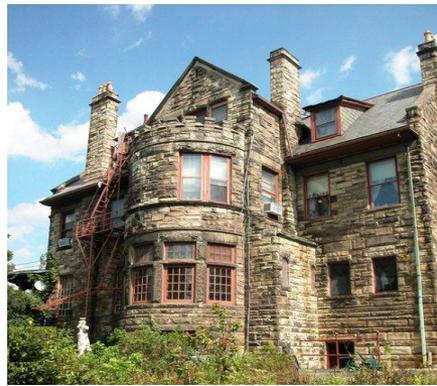
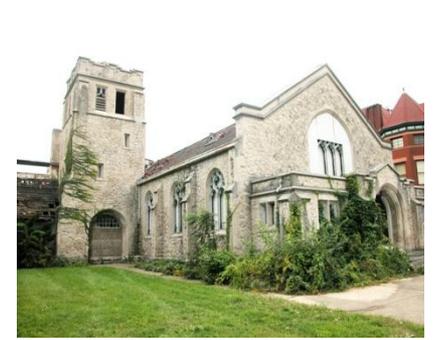
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**CREATING NEW  
WEALTH.**

- ResErections is a twelve year old 'C' corp – offering 4 founding ownership positions of 15% each for \$ 2,000,000 each. Founding investors will own 60% of the company for \$ 8,000,000.
- Link to my Resume ... [N. Lee McClymonds](#)
- Goal - build a profitable business marketing, disassembling and relocating gilded age mansions from disadvantaged urban sites to sites where the investment in reconstruction results in the creation of new real estate wealth. We save magnificent historic architecture from demolition.
- Recent developments in Laser Measurement, AutoCad, Revit, Building information Modeling architectural software and RFID (Radio Frequency Identification) has made the task of disassembly and reconstruction of buildings practical.
- Relocation of existing buildings is the Greenest form of construction. “Preservation saves energy by taking advantage of the energy and materials embodied in an existing building and extending the use of it.” Advisory Council on Historic Preservation.
- We have completed disassembling and shipping 3 Historic Ohio buildings – an 1885 Queen Anne , and a large 1904 Church shipped to Texas , and an 1830 American Folk Art house in Ohio.
- This presentation is best viewed while connected to our web site [ResErections.com](#). Our business strategy is based on extensive use of the Internet. This proposal has several links to web pages that will clarify major points when relevant. There are many pictures of activities, the inventory of houses, questions, and terms of sale, reconstruction techniques, systems.

- ResErections is a marketing and construction management company.
- We find magnificent buildings worth moving and customers to buy and rebuild them. We link buyers and sellers with professions, trades, technologies, and systems to do the work. We build the supply chain for relocated mansions.
- Subcontract with existing local construction firms for disassembly.
- Employee team of on-site professionals document the building and manage subcontractor disassembly, packaging, and shipping.
- Rely on buyer's architects/engineers to reconstruct the buildings.
- The goal is profit - We are only interested in mansions that can be sold at prices that capture architectural and historic values to ultra-high-net-worth \$ 30 Million plus assets households at a substantial profit. The minimum sale = \$ 2,500,000 with a profit goal of \$ 250,000 per house.
- Moving our business office to a historic building in [Massillon, Ohio](#).
- Manage several projects in different locations simultaneously.
- There is no limit to ResErections, Inc.'s size. There are hundreds of post civil war endangered structures that can be moved to complementary sites.

- Gilded age stone mansions designed by famed architects for notable American entrepreneurs are worth the high cost of relocating them from depressed urban localities to extraordinary sites. These houses are in danger of demolition. Maintenance and heating costs and neighborhood changes have made these houses obsolete and uneconomic. Many are abandoned.
- Technology developed in the last 10 years has made precise digital documentation of the existing state and duplicate reconstruction of the houses practical. Laser Scanning and RFID item tracking cut months of work.
- Pricing of the houses and value of the result ensure ample funds to mobilize professional architecture and construction firms and personnel.
- It does not take money to acquire fixed price options on the endangered houses, A commitment to pay exceptional returns to distressed property owners and conduct nationwide advertising offered free to the seller.
- The difficult problem is to find UHNW buyers that want and can buy houses to move to their site.
- You Buy It ... We DisAssemble It ... You ReBuild It ... You Own It.
- We create a great deal for the buyers, the sellers, the doers, and the public.



## Location, Location, Re-Location

- 3 Historic Ohio buildings being reconstructed in Texas & Ohio.
  - *We Just completed work ... [1830 American Folk](#)*
- Currently have 10 mansions and 2 churches to relocate.
- Historic homes of notable entrepreneurs by famous architects.
  - [Samuel Hannaford](#), [James McLaughlin](#), [Frank Mills Andrews](#),
- Houses are works of art - Historic Architecture
- Structurally sound exterior and framework
- Interior frequently damaged - scavenged
- Costs of renovation on-site are prohibitive
- High operating costs – inefficient energy, continuous maintenance
- Building code challenged – Unsafe , Nuisance abatement
- Low value – Disadvantaged Neighborhoods, High Crime
- Moving the houses dramatically increases their value.
- Moving the houses increases the value of their original site

- **ResErections is a unique business.**
- **There are no existing firms using our business model.**
  - **Existing inventory of historic properties, internet marketing to a select market, advanced digital technologies, proven results, experienced management ... 12 years building ... Established ‘Brand’.**
- **Politically & Socially Desirable Outcomes.**
- **Legal - Houses are Personal Property.**
- **Big Dollar Sales - Profitable Pricing – 10-15%.**
- **There will be competition ... Ultra-High-End Residence developers and real estate marketers.**

- **YouTube videos of current operations.**
  - [Guernsey House](#) – Disassembly of 1830 House
  - [Daily Work](#) ... Disassembly of Middletown Church
  - [Preserving the Magnificent](#) ... Romanesque I
  - [Make this place your home](#) ... Middletown Church
  - [Building Laser Scan FlyThrough](#) ... 3D Engineering Laser
  - [Beaux Arts Bank Video](#) ... ResErections Marketing

[Questions](#) 45 questions and comments of web site visitors



- The Market – Ultra-High-Net-Worth households with wealth of \$ 30 million or more. There are 80,000 in North America.
  - 80 % of UHNW individuals own two or more residences
- Reach Market thru Architects with Email Newsletters.
  - Understand feasibility – See profit opportunity
  - Capable of managing reconstruction
  - Connected to real estate investors ... Key is referrals
  - Connected to local construction infrastructure
  - Large profit potential in TO-BE participation
  - Active Web site – [www.reserections.com](http://www.reserections.com)
  - Social Marketing through LinkedIn, YouTube, Trade Shows
  - Planned – Print Ads & Publicity - Architectural publications

- Marketing .. Proprietary Hand-built Email list of 32,000 architects in use for last 12 years. Newsletter published monthly. 99% percent reach desktops. 2% active response. .02% unsubscribes. 1,500 Monthly site visitors. First page on Google relevant keywords.
- Memorable Brand Name – ResErections offerings are recognized in architecture, structural engineering professions ... Viewing interesting house pics on their desktop monthly.
- Record of reaching market .. [Architect Web Site Visitors](#)
- Due to nature of buyers, marketing is low public profile.
- Active in relevant newsgroups on LinkedIn and Facebook.
- Plan a vigorous trade print media publicity and advertising.
  - *Architectural Digest, Architecture Week, Architectural Record, Unique Homes, Lux Interiors and Design*

- **Monthly – 30,000 Emails – 1,500 Site Visits - 3,000 page views - 2% response rate.**



- **Established Business & Vendor Relationships**



DICK CLARK + ASSOCIATES  
ARCHITECTURE • INTERIORS



- **KEMPER CASTLE REBUILT IN TEXAS BLANCO RIVER VALLEY.**

*CLICK IMAGE FOR LINK*



- **JUST FINISHED - THE AMERICAN FOLK**



- **Gregory P. Luth, Ph.D., S.E., SECB ... [GPLA Structural Engineers & Builders.](#)**
- **"ResErections saves 19<sup>th</sup> and early 20<sup>th</sup> century stone mansions using modern laser scanning and BIM technologies to facilitate deconstruction and reconstruction, moving these magnificent edifices out of the now-decrepit surroundings to sites where their grandeur can be an asset.**
- **This is the sort of development that utilizes creative destruction to save some of our historical architectural heritage, fosters a rebirth of craftsmanship, and mobilizes demand to create a new market. If one were to design one of these houses from scratch, I am sure the wonderful stone would be cost prohibitive.**
- **With HD BIM process combined with their scanning and deconstruction, we can rebuild these wonderful structures anywhere in the country, including in high seismic areas. With modern technologies such as base isolation and fused shock absorbers we can make these virtually earthquake proof, able to survive multiple great earthquakes with minor structural damage.**
- **But that isn't the best part. Using modern gravity structures, we can replace the interior bearing wall and wood floors with long spans that would enable modern open floor plans inside the classic stone façades."**

- **Investment Profile**
  - **60% ownership offered to 4 founding investors**
  - **\$ 2,000,000 for 15% Ownership**
  - **Convertible Debentures & Class A Shares**
  - **SEC Accredited Investors as defined in Rule 502 of Regulation D of the General Rules and Regulation of the Securities Act of 1933.**
  - **Quarterly Financials & Monthly Newsletters**
  - **Board Representation – 4 Seats at the table.**
  - **Individual 15% Ownership - Add value - strategic management, goal setting.**
  - **Keep It Simple**

• <b>Use of Funds:</b>	<b>Runrate</b>	<b>Goal of 2 - 6 mansions/yr</b>
– Working Capital	200,000	
– Real Estate – Massillon Office	500,000	<u><a href="#">Historic Bldg Headquarters</a></u>
– Software & Computers	100,000	Laser, RFID, Windows 10
– Marketing Director	150,000	Architectural Marketing
– Controller	120,000	Accntng/AdminSvcs
– Senior Engineer	120,000	Senior Structural Engineer
– Marketing Print/Publicity	460,000	Architectural Media
– Legal Services	45,000	Contracting & Taxes
– Insurance	40,000	Key Life, Liab, & Vehicles
– Administration	200,000	NLM Salary – CEO
– Year 1-2 Cash Deficit	1,500,000	
– Equity Reserve	4,550,000	
• <b>Total</b>		<b>\$ 8,000,000</b>

## Economics of disassembling an 8,000 sqft mansion.

	\$	\$/Sqft	%
House Sale Price	\$ 2,500,000	313	100
Purchase Price	500,000	63	20
Building Disassembly	1,520,000	190	61
Corporate Overhead	160,000	20	6
Pretax Profit	320,000	40	13
Taxes @ 21%	70,000	9	3
Net Profit	\$ 250,000	31	10

- **Average Project – 6 months on site**
  - Average building size 7-8,000 sqft - 4-600 Tons
- **Disassembly Work Site Operations**
  - Superintendent – On Site Construction Project Manager
    - Crafts labor, Equipment Mgmt. \$ 120,000/yr
  - Site Controller
    - Documentation – laser, photo, video, rfid – local business connect, accounting, computer operations \$ 80,000/yr
  - Travel - \$ 200/man + 2 vehicles@ \$ 1200/month = \$ 98,000/project
  - Subcontractors – Disassembly - \$ 130/sqft = \$ 1,050,000/project
  - **Actual experience on Middletown church was \$ 81/sqft**

- **Base Case**
  - Average House sale price \$ 2,500,000
  - Sell 1 house in 2021 ... Loss of \$ 750,000
  - Sell 2 houses 2022 ... Loss of \$ 200,000
  - Sell 3 houses in 2023 – Revenue \$ 7,500,000 ... Profit \$ 200,000
  - Sell 5 houses in 2024 – Revenue \$ 12,500,000 ... Profit \$ 1,400,000
  - 20-25 employees by 2024
- **Exit – Sell @ 10 x Cash Flow + Equity in 2025 = \$ 29,000,000**
- **Original \$ 2,000,000 - 2025 value = \$ 4,500,000 = 220 % Return**
- **DCF-ROI > 18%**

**RESECTIONS, INC. - BASE CASE**
**M\$**

	2021	2022	2023	2024	2025	2026
<b>Mansions Sold</b>	1	2	3	4	5	6
<b>Site Months</b>	6	12	18	24	30	36
<b>Gross Revenues</b>	2,500	5,000	7,500	10,000	12,500	15,000
<b>House Purchase Price</b>	500	1,000	1,500	2,000	2,500	3,000
<b>Gross Margin</b>	2,000	4,000	6,000	8,000	10,000	12,000
<b>Site Total Cost</b>	1,486	2,772	4,158	5,544	6,930	8,316
<b>Operating Profit</b>	514	1,228	1,842	2,456	3,070	3,684
<b>Corporate Overhead</b>						
Personnel	550	550	570	660	700	700
Advertising	460	300	300	300	300	300
Admin Expense	245	255	285	310	340	340
<b>Total Corporate</b>	1,255	1,105	1,155	1,270	1,340	1,340
<b>Total Cost</b>	3,241	4,877	6,813	8,814	10,770	12,656
<b>Interest Expense</b>	0	89	88	87	86	85
<b>Depreciation</b>	13	239	391	285	209	154
<b>PreTax Profit</b>	-754	-205	208	814	1,435	2,105
<b>Fed Tax 21%</b>	0	0	0	13	301	442
<b>Net Cash Flow</b>	-741	34	599	1,086	1,343	1,817
<b>Stockholders Equity</b>	7,459	6,887	7,199	8,061	9,248	10,911
<b>EXIT SALE PRICE 10 x Cash Flow+Equity = \$ 29,000,000</b>						
<b>Investor DCF-ROI</b>	18%	<b>6 year Investor ROI = 364%</b>				

- Current Ownership [N. Lee McClymonds](#)



- MBA - Dartmouth's Tuck School – 1971 – Finance & Manufacturing.
  - BA - University of Washington, Indiana University, Purdue University.
  - Weyerhaeuser, Boeing ... Corporate level line and staff management
  - 40 years of Business Experience – Manufacturing, Finance, Trucking, Construction, Systems, Investments.
  - Microsoft Systems Engineer & Network Consultant – Owner of PowerUsers.com.
  - 30 years of multiple consulting roles for many companies.
    - ❖ *“The only consultant we ever had that was worth the money.” ... Pivot Manufacturing - Detroit*
- I need a team of professional people to help me put this together. Architecture, Marketing, Construction Engineering, Computing. For twelve years, this has been a 1 man effort. It takes a lot of energy and time to do everything from running a Quickbooks accounting system, monthly mailing list, on-site management of individual work sites, banking, complying with federal & state tax laws, insurance, law, and establishment of an ongoing business. Only by adding personnel can this venture establish a sustainable position in this new industry.

- **Board of Directors:**
  - Lee McClymonds – CEO
  - New Stockholder nominees
- **Line & Staff Employees & Consultants - when needed**
  - [Susan McClymonds](#) - Architect , AIA, CSI, CCS, SCIP \*
  - Marketing, Public Relations
  - Construction Projects Manager
  - Construction Site Supervisor
  - Controller & Administration
  - Web/Network Supervisor
- **Maximize line and staff personnel wealth. ESOP and Pay well.**
- \* Confidential ... Currently employed in high level AEC roles.

## Immediate Challenges:

- **Build a active sustainable corporate business. Plan on 5 year turnover to young management.**
  - **Marketing/Sales Mgr – 35-50 – AIA member. Currently marketing to nationwide architectural community. LEED Certified \$ 150,000**
  - **Construction Manager - Structural Engineer – 30-50 - AIA member . LEED Certified \$ 120,000**
  - **Administrative Manager - Controller – 30-50 – Experienced CPA \$ 90,000**
  - **Systems – 25-40 – Microsoft Professional – Web \$ 90,000**
  - **AutoCad/BIM/Laser/RFID - \$ 90,000**
- **Print media advertising in Arch/Const Trade Journals**
- **Direct phone marketing to Arch/Const – Active search for new buildings – facades. [Architect Web Site Visitors](#)**

# ORGANIZATION STRUCTURE



## Architecture = Collaboration

- ResErections creates a supply chain between architecture firms, employing local firms with established links with the building departments and building trade professionals at each end of the move. Successful Cross Geographic structure moves will rely on collaboration.
- The architecture industry is characterized by many small-scale firms, proprietors and partners who operate in narrow geographic markets. Personnel compensation accounts for 90% of industry revenue.
- In 2016, 67% of firms have fewer than five employees and only 1% of firms have more than 100 workers. The four largest firms account for less than 5% of industry revenue.
- American Institute of Architects – AIA - has an extensive portfolio of well understood contracts, so firm to firm contacts speak the same language.
- [Susan McClymonds](#) is a noted AIA Architect specializing in implementing the AIA contract process.
- ResErections value add will be documentation, computing, communications, cash management, and both site management of logistics.

- **ResErections will be in the supply chain's catbird seat. It will be totally digital. It relies on the coordination of collaborating professional businesses to do its work.**
  - **Architecture and Engineering**
  - **Construction Trades - Old school talents**
  - **Trucking**
  - **Equipment Suppliers**
  - **The Banks and other administrative systems**
  - **Government - Municipal Building and Political organizations**
  - **Public Relations**
  - **Computing and Technology .. LIDAR, RFID, AutoCAD, BIM, REVIT**
  - **The Internet – Which connects to everyone and everything.**
- **All the skills it needs are integration of existing software and the ability of our personnel to talk intelligently to each of the disciplines in the chain. Professional quality experts in every business. It doesn't need tools, trucks, a crew of workers, passing the cost of these downstream .**
- **All of the functions it needs can be handled from one Private Microsoft Cloud Network.**
- **Established and functional, it will take a lot of spending for competitors to duplicate, and they are 8 years behind already.**

- **Risk Avoidance:**
  - **Highly lucrative deals with extraordinarily wealthy clients.**
  - **No Investment in houses until sold. Options at 2x market value.**
  - **Rely on buyer's architect for reconstruction.**
  - **Use 3<sup>rd</sup> party vendors for disassembly labor and assets.**
  - **Avoid public resistance by selecting endangered properties.**
  - **No commitment until municipal demo permit.**
  - **Cash Terms of sale fund all stages of projects in advance.**
  - **10-15% profit covers unanticipated costs.**
  - **Strong user of first class software. Microsoft/Hewlett Packard**
  - **Insurance coverage of operational and organization risks.**
  - **Ensure firm's sustainability with active succession planning.**
  - **Earning portion of the work is complete on delivery to new site.**

## Unfair Business Advantages

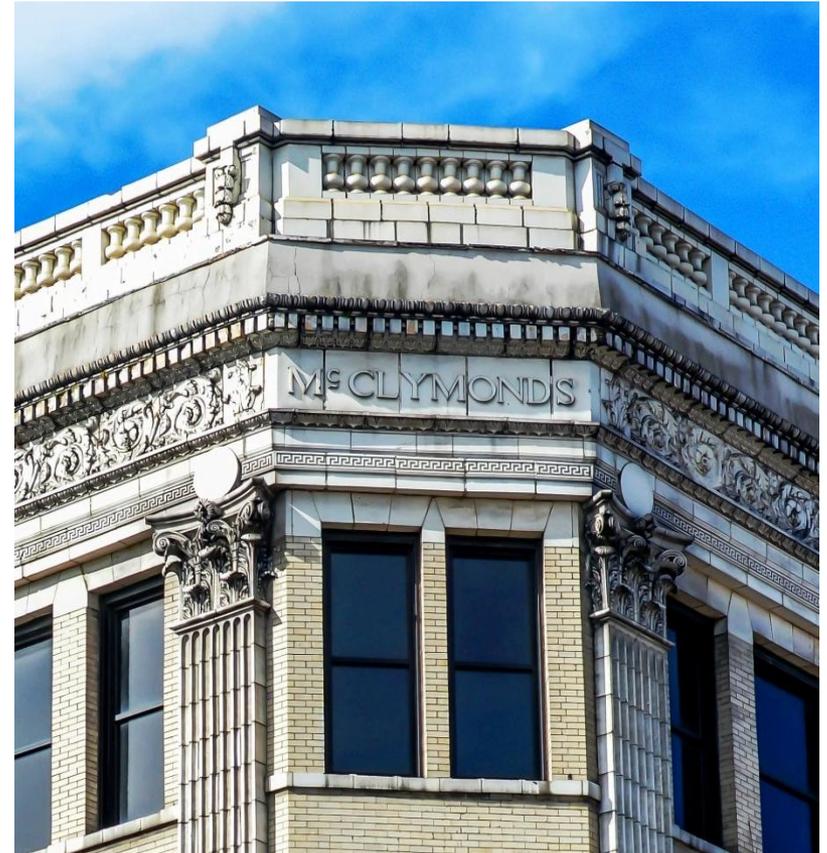
- Marketing and delivering an extreme quality luxury product.
- Track record – Already sold and moving three historic buildings.
- Inventory of low cost - high value endangered mansions.
- Able to get offers in front of ultra-high-net-worth prospects.
- Application of Laser and RFID technologies that massively reduce costs.
- Develop a unique set of skilled construction personnel and collaborators.
- Create the supply chain ... Architects, Engineers, Craftsmen, Vendors
- Every ReLocation will be a different - cross-geography supply chain.
- Big vendor contracting and payment systems. AIA industry contracts.
- Experience, skill, vision, passion, and positive social impact.
- Create new jobs, build new infrastructure, spread dollars.
- Unique Business Concept – No existing direct competition.
- Big Dollar - Profitable - Low Risk - Cash Business.
- Extreme computing skills – Founder a Microsoft Systems Engineer.
- Ability to manage several projects in different locations simultaneously.
- Fun – Enjoyable work for all organization personnel.

- **Competition will emerge ... Work demonstrates the practicality and profitability of moving architecturally worthy buildings. Methods are visible to firms and buyer prospects that observe our activities.**
- **Competition will be for houses and buyers ... intra-city moves, buyer driven local searches, preservationists resistance,**
  - **Local Developers ... Developers will look at their communities and identify buildings that would be profitable to move locally.**
  - **Local Buyers ... Identify local buildings and connect to builders to move them.**
  - **Preservationists ... Resist moving buildings by promoting redevelopment in situ.**
- **Opportunity is moving buildings long distances between disassembly and reassembly firms to buyers through marketing activities. Create supply chain through collaboration of several business entities.**
- **We can get more \$\$ for houses on long distance moves. Arbitrage based on sharp differences between the value of structures based on geography. Midwest high value neighborhoods max out at 50% of prices for ultra high value properties in communities on the east and west coasts.**

- **Emerging Competition - Moving buildings such as these is a good idea, and many small construction firms will look around their town, finding buildings in the situation and shape that ResErections saw, and want to move the houses they find.**
- **But it isn't finding the house that counts, or being able to take it apart following the methods that ResErections has demonstrated.**
- **The key is to find buyers that can afford to re-site these homes. The buyer market is .0002 (2 in every 10,000 people) and they are very difficult to reach. It takes referrals.**
- **Another hurdle is gathering real time data from Laser and RFID, managing the digital information flow, and providing the legal structure required to successfully reconstruct magnificent buildings and operate a real time substantial commercial business.**
- **Craft Construction firms will conclude that the best way to find the buyers that can pay what it costs is to get their houses on ResErections web site and newsletters.**
- **Become the web gateway to the buyers. ResErections will host listings supporting buyers, sellers, and craftsmen moving houses. Set Prices ... Employ Construction ... Enforce Standards ... On Site Supervision.**
- **As more local construction firms find more houses, ResErections web site could become lively as 20 or 30 houses are offered and new ones being added.**
- **ResErections success will create and dominate a new segment of the construction industry protected by proprietary systems and software.**

## Corporate Formation Challenges

- Create organization in Massillon – Purchase [McClymonds Bank Building](#) - \$ 500,000
  - Secure mortgage of \$ 1.5 MM for renovation
  - Market to Family Office – Venture Capital – Financial Services – Law firms
- Staff with expertise in Architectural Sales, Structural Engineering, Contract Structures, [LiDAR & AutoDesk](#), Microsoft Cloud
- Create supply chains between remote architecture/construction firms
  - Work with Architecture firms with national/regional footprint.
  - Focus on Ultra Home Developers and Realtors
  - Trade Publications - Print Advertising – Web Associations
- Search for more buildings – expand product line of architectural excellence
- Develop expertise to support reconstruction - logistics & documentation
- Create Administrative Systems – Computing - Controller - Banking – Law
- Control public image – Working – Innovative - Quiet – Private - Sophisticated



The McClymonds National Bank in Massillon, Ohio is a beautiful ornate white sandstone structure that is for sale NOW at very low cost. Constructed in 1909 designed by Herman J. Albrecht, the building is home to a tavern/restaurant and office space on the upper four floors. A 43,000 sqft building with about 8,000 sqft per floor, it has fine wood details, marble stairways, and an elevator.

- **Why Massillon ? Movable buildings are in the Midwest USA.**
- **Building can be purchased for around \$ 500,000, or \$ 12 sqft.**
- **Unoccupied for several years. Foreclosure in 2012.**
- **Building Department reports building is in surprisingly good shape.**
- **SoL Harris/Day Architecture \$ 5-6 MM to completely renovate.**
- **ResErections Architect/Construction management can cut this in half.**
- **Purchase with cash ... secure \$ 1.5 MM bank mortgage for upgrade.**
- **Purpose is to acquire trophy building to serve as business office.**
- **Intention is to clean building exterior and outfit offices.**
- **32,000 sqft of rental space for third party financial service firms.**
- **Grants and Tax Abatements available**
- **Support from Mayor, Building, & Econ Development Depts**
- **Utilize “Five Oaks Mansion” as Sales Closing Venue. [Visit House](#)**

- **YouTube videos of current operations.**

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# **SAVING HISTORIC ARCHITECTURE. CREATING NEW WEALTH**

- **IT IS THE RIGHT TIME TO INVEST IN THIS COMPANY.**
- **CREATE NEW JOBS, BUILD NEW BUSINESS AND RECOVER HISTORIC CULTURAL AND ARTISTIC CRAFTSMANSHIP.**
- **DOMINATE A SMALL LUCRATIVE WEALTHY MARKET. EXTREMELY PROFITABLE.**
- **\$ 2,000,000 FOR 15% - MAX 4 INVESTORS**
- **RESECTIONS HAS POTENTIAL TO GROW TO A LARGE, PROFITABLE, AND ENJOYABLE BUSINESS.**

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