

Stuart Turner Customer Built Homes

Business Plan

STUART TURNER CUSTOM BUILT HOMES

(a Division of Stuart Turner General Contracting)

Business Plan for the period 10/1/2010 – 6/31/2011

Prepared by Stuart Turner General Contracting, Inc. a Florida Corporation.

Stuart Turner General Contracting - Custom Built Homes Division

Business Plan

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Executive Summary:***Mission Statement***

Stuart Turner Custom Built Homes, a division of Stuart Turner General Contracting, Inc., is a team of professionals dedicated to providing quality living environments. Our company has acquired 2 parcels of land in the Pinellas County, Florida area, and we are constructing two custom built single family residences on the properties. Our “Custom Built Home Division” (including the owners, subcontractors, and employees of Stuart Turner Contracting Company Inc.) are committed dedicated to producing new sought-after properties while updating older ones. In this capacity, we provide homeowners and investors affordable custom built primary and secondary residences in a safe, clean community environment. We will purchase and utilize improvements from both city infrastructure and building technology, while eliminating built-in obsolescence factors. At the same time, we will be implementing “barrier free” design improvements to protect our homeowners’ or investors’ capital as we enhance their quality of living. The units will have multipurpose rooms that for versatility and changes in life style. The management team will be proactive throughout the process of acquiring and improving the two homes we are constructing, and various additional structures will follow suit over the next year (2011). This support will include managing all operating, financial, and construction procedures, as well as maintaining internal controls for the protection of the homeowners’ or investors’ preferences and capital. We will examine all city, state, and local codes/build requirements as we supervise the construction of all build aspects to ensure the homes are in compliance and are completed to the eventual owners’/investors’ specifications.

Objectives

The immediate objective of the company is to provide 2 affordable, safe, custom built single-family residences able to withstand category 4 hurricanes and incorporate barrier-free living aspects with minimum property maintenance. The company has purchased the 2 properties (i.e. the land) along with one generic structure (with no interior) which is able to withstand a category 4 hurricane, and the company has completed the architectural plans (except for the floor plan) and is proceeding to start building the first unit. The company has reviewed various structures for the second unit and is ready to establish the contract for delivery of the second residency when the size (i.e. the square footage) is determined by the eventual owner/investor. Both units will be new with improved roofs, windows, doors, interiors, and floor plans that exceed updated code requirements, provide for quality construction, operate with mechanical systems that meet or exceed standard requirements, and allow for easily-maintained homes. With minor additional improvements, Stuart Turner Custom Built Homes will maximize the resale capability to produce an excellent return on investment to the investors/owners should they choose to resell the home.

We will accomplish our objectives by ensuring that the 2 homes provide an affordable quality living/investing environment that has **not** been available in the market where the two sites are located.

There is over \$100,000 of equity in the two properties from Stuart Turner General Contracting, Inc. available the moment the perspective owner/investor signs the purchase agreement and contracts to build. By utilizing the highest quality standards to promote appearance, function, livability, and safety our objectives will be accomplished.

Goals

Stuart Turner Custom Built Homes will continue to grow and prosper with a total revenue of \$380,000 for the division from 10/1/2010 to 6/30/2011, obtaining an expected sale of two residences at a minimum of \$190,000 per home. The revenue will increase to \$570,000 (with three properties) for the period of 7/01/2011 to 7/31/2012. Marketing plans include selling additional homes as properties become available and accounted for on an annualized basis. The properties will appreciate in value as economic conditions recover and costs are reduced. The current economic structure of the Pinellas County area provides little to no competition that can offer affordable custom built homes with the latest state-of-the-art designs and technology because existing homes cannot match the quality, safety, and overall superior design of the type of homes that Stuart Turner Custom Built Homes can build. As the current construction and sale of the first two homes proceed, the company will embark on more ambitious goals for supporting the community while developing other complementary properties that will lead to further market penetration. These long-term goals of developing other properties and supporting the community can be achieved by increasing acquisition capabilities to identify, acquire, develop, and manage multi-task projects which the existing management is fully capable of doing.

The company will utilize cost controls to eliminate budget variances whenever possible. All revenue and cost accounting will be controlled utilizing checks and balances with the entire management team. This will ensure the owners/investors/lenders, sub contractors, and payables are paid on a full and timely basis, and that the construction of the home is completed on time.

Stuart Turner General Contracting, Inc. has been in the business of remodeling and repairing both residential and commercial properties for 18 years. Tearing out, replacing, and improving existing properties is expensive. Any improvements that involve correcting defects in the structure or load-bearing walls (which must also take into consideration electrical and plumbing obstructions) are extremely expensive. Had the original designs implemented “barrier free” attributes and/or allowed for the possible future need of changes to the property, then the cost of such changes would have been significantly reduced or rendered completely unnecessary.

The following pages showcase 2 examples of common household rooms that incorporate “barrier free” attributes. These examples are provided to demonstrate to you the improvement in quality living that is attainable for little or nothing in increased costs. When you engineer obsolete tendencies **out** of your home and design “freedom of movement” **into** your home, your quality of living and the resale value of the property go up significantly - even if every resident happens to be a natural-born athlete with no disabilities. Now you no longer have to put up with tripping on the glass sliding door track with your hands full of food while going to the patio or deck. Likewise, those square pointed corners on kitchen and bathroom countertops that seem to take chunks of skin out of you about once a month can be turned into things of the past. The

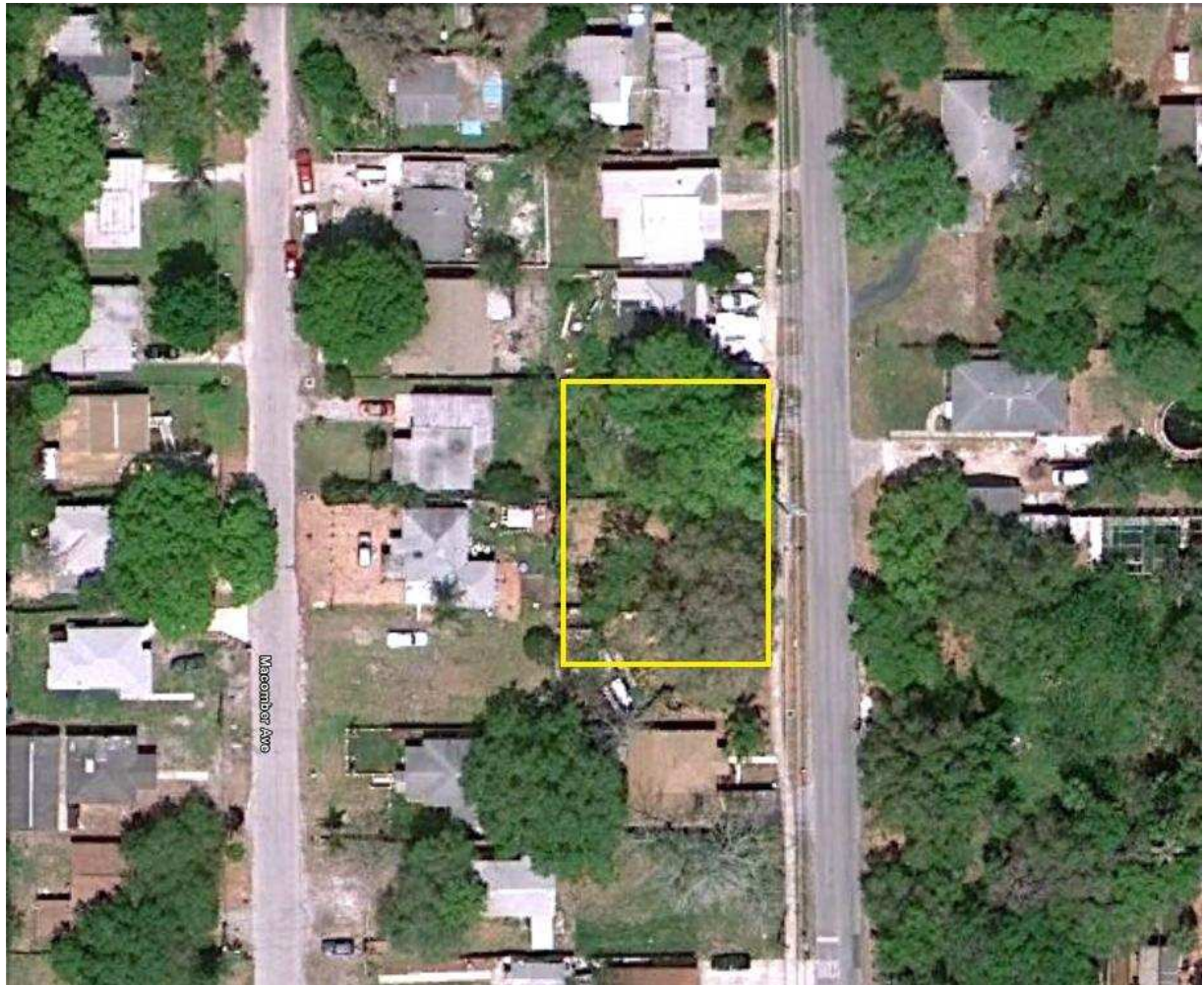
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solution to these annoying occurrences is in the use of angles, structures, and planning the design

of trafficked areas to remove the “barriers” that are in your path.

Aerials



Examples

1) THE KITCHEN – This kitchen example demonstrates that the angles of the pathway around the kitchen are not square and the corner pantry has effectively recessed the countertops and refrigerator. The corners on all the countertops and the breakfast bar are angled to allow freedom of movement and extra space when rounding corners. With the addition of further recessed countertops and cabinets inside the walls, the pathways could be widened to provide even more space for the movement of people in and out of the kitchen area. This would allow your guests to go mix their favorite beverage without much fear of having a hole poked in them.



2) THE BATHROOM – This example demonstrates a rounded pathway extending from the tub to the sink and a placement for the sink (offset in the room’s corner) that removes the sink’s square corner from the pathway. The showers should not have raised tracks around their entrances but should be flush with the floor. This can be accomplished by careful design of the shower floor, and it is not that expensive to obtain when new construction is taking place. However, remodeling the shower floor after construction is done involves the de-construction and re-construction of the bathroom floor as well as adjusting the plumbing (and drainage) underneath the floor, which can become an expensive correction.



We thank you in advance for your time and any considerations that you may have in a "STUART TURNER CUSTOM BUILT HOME" OR "INVESTING IN A STUART TURNER HOME"
PLEASE CALL US AT **727-449-2837** IF YOU HAVE ANY QUESTIONS OR ARE INTERESTED IN

