

STARBROOKE

B.R.I.C.K.S
Building Company

OUR Team



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01 Executive SUMMARY

Dear Senior Management Team, we are glad to provide you a land advancement opportunity that is simultaneously productive and in compliance with our organization's objective and aims.

Market Analysis 1.1

B.R.I.C.K.S Building Company has been given information on a potentially profitable investment site. The 200+/- acre property is located on the west side of La Plata Parkway and north of Rosewick Road and is priced at \$6 million. The creation of a single family attached, and detached home subdivision is presented as a novel approach. We believe that this property is in an ideal location for the development of our neighborhood in La Plata, Maryland.

Product Design & Development 1.2

B.R.I.C.K.S. Building Company believes that Starbrooke's homes will add value to the community of La Plata, Maryland and its surrounding areas. Starbrooke has four distinct design series, each with six single family detached home floor plans and four attached home floor plans. The single family detached homes range in size from 2,175 to 3,200 square feet and are priced from \$517,990 to \$629,990. The attached homes floor plans range from 1750-2050 square feet, priced from \$378,990 to \$424,990. Every concept also includes structural alternatives, allowing the buyer to modify a layout to make their

home unique. Our standard highlights distinguish us from the competition in our field.

Site Design & Development 1.3

Starbrooke's site design is inspired by the La Plata Star Memorial Garden, which was established by The La Plata Community Garden Club. This was done to honor all of the community efforts that contributed to the town's recovery following the devastating tornado on April 28, 2002. The site features curvy and concentric elements that contrast with the circular brick paving pattern in the Star Memorial Garden. This transforms the Starbrooke site layout into a symbol of La Plata that encourages unity and activity within the community. The design's curvature of the roads provides a lively experience for residents while also allowing each lot to be unique.

Sustainability Overview 1.4

To demonstrate our commitment to the practice of sustainability in the built environment, B.R.I.C.K.S Building Company has implemented the International Code Council 700 National Building Standards in construction, land development, and product design.

Project Management

Overview 1.5

Starbrooke Community will strive to safeguard its investment while providing the greatest quality of customer service. We must stay on track, on budget, and in the best interests of the

community.

Financial Overview 1.6

B.R.I.C.K.S. Building Company conducted extensive financial and risk evaluations to ensure the projected Starbrooke community's profitability and feasibility. Our financial team examined three cash flow scenarios based on changes in consumer preferences and economic growth. The analysis of these cash flow scenarios aided in determining the viability of our financial models. There are three scenarios: optimistic, conservative, and base sales pace. The IRRs for these cash flow scenarios ranged from 10.40% to 26.73% with our baseline cash flow scenario having an IRR of 22.84%.

Schedule Overview 1.7

The B.R.I.C.K.S Building Company aims to purchase 200 +/- acres of land on March 1, 2023. Once the contract is closed with due diligence, land development will launch on March 16, 2023, and will continue throughout the three phases, projected to end 5/22/2031. In detail, phase one will take 1569 days 3/2/2023 through 3/6/2029. Phase

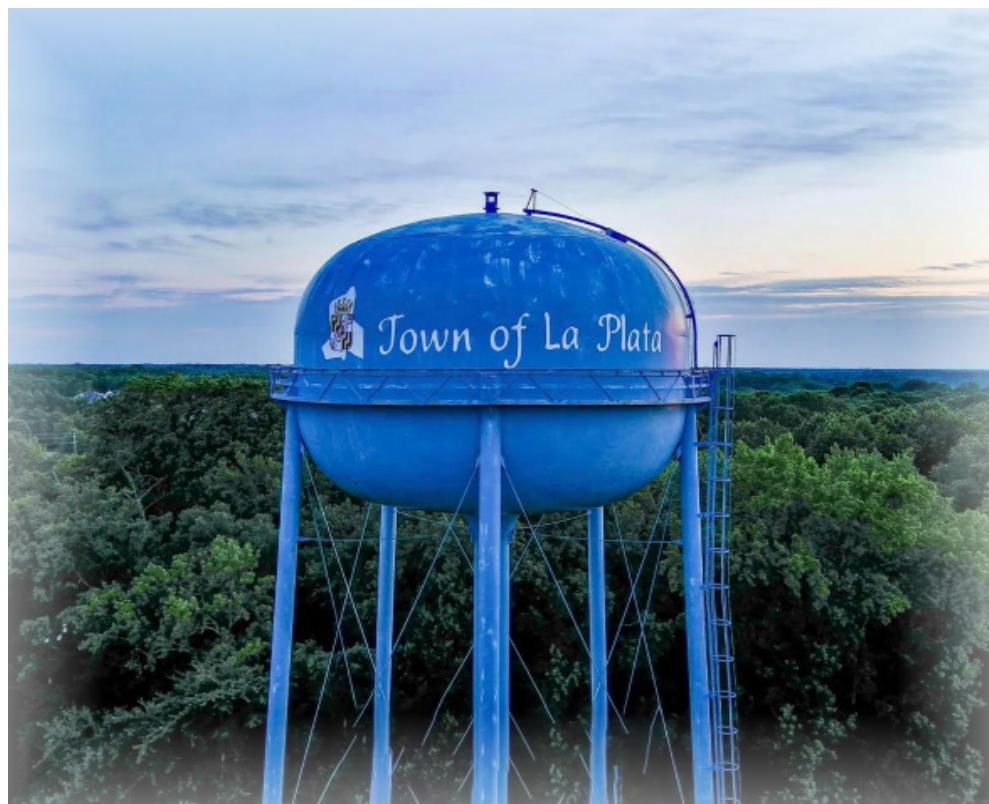
two will take 1452 days 6/25/2026 through 1/16/2032. Phase three will take 590 days 3/8/2027 through 3/10/31.

Sales & Marketing Overview 1.8

Through strategic digital marketing, a well-organized sales team, and local media outlets, the B.R.I.C.K.S. Building Company Sales and Marketing team has attracted seasoned professionals, families, and retirees. Maximizing the budget in order to help with home sales and generate cash flow is our main goal.

Conclusion 1.9

The team here at B.R.I.C.K.S. Building Company believes in Starbrooke's potential and is well-equipped to carry it out. We are firm believers in offering an authentic community feel in addition to a variety of living platforms. Thank you for taking the time to look into this business opportunity.



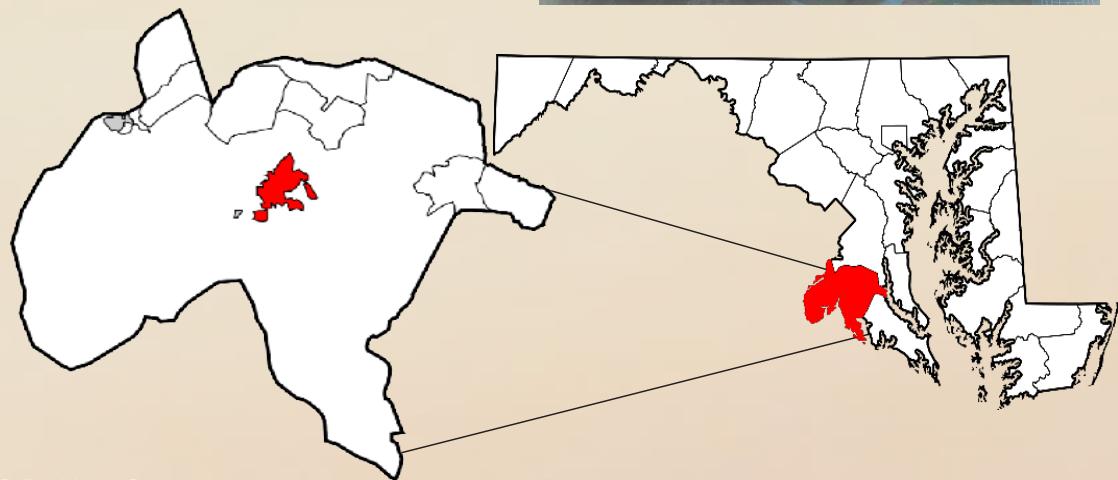
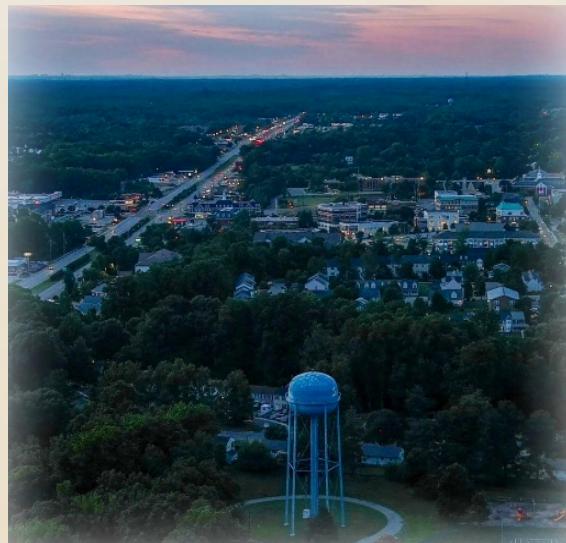
02 MARKET SUMMARY

The Town of La Plata is located in Southern Maryland about 30 miles southeast of Washington, DC, 60 miles south of Baltimore, 45 miles southwest of Annapolis, and 80 miles north of Richmond, Virginia. The town rests in Charles county, Maryland.

The Town of La Plata was incorporated on April 4, 1888. Since La Plata's inception, it has grown into a beautiful small town of 9,516 residents with hundreds of small businesses that serve Southern Maryland.

The town was devastated by a tornado in 2002, but rehabilitation and redevelopment initiatives brought the community together and introduced a variety of new components to this tiny residential town.

La Plata, MD, captures the small-town feel perfectly, with locally run businesses making up most of your shopping and dining options. With its small businesses and relative proximity to D.C., La Plata is home to gorgeous woodland making it a quiet yet nice town to live in. The town hosts many live music events in its parks, as well as a town-wide celebration of holiday decorations and lights. The Town of La Plata provides an exceptional opportunity for residential development while being a pleasant place to live for families and professionals and retirees alike.



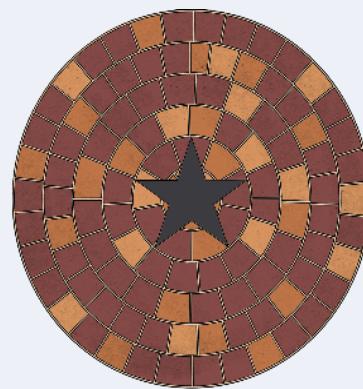
Town of La Plata History 2.2

The spirit of the residents of La Plata is more powerful than the powers of nature. On April 28, 2002, an F4 tornado completely demolished downtown La Plata. A star atop the La Plata Water Tower served as a representation of tenacity, demonstrating the fortitude and will of the community since December 1949, but destroyed along with the town. The Star Memorial Garden, unveiled on April 28, 2007, was created five years later as a monument to the town and in memory of those who died. The granite star in the center of the Star Memorial Garden courtyard, surrounded by a circular brick patterned paver, commemorates the star which stood on this site atop the original water tower representing the pride of community. Through research and considerations with community organizations, such as the La Plata Community Garden Club and the Heritage Green Development, Starbrooke is developed with the city's soul in mind.



Surrounding Area 2.3

La Plata is a town in Charles County, Maryland. In 2022 the town had steady growth in population. The location of La Plata allows room for significant growth but also keeps a small-town feel. Starbrooke homes are within a 10-mile radius of 20 eateries and multiple shopping centers which are perfect for growing families. UM Charles Regional Medical Center and MedStar Health Urgent Care are two of the closest medical facilities, as well as the most common employment sector for experienced professionals in La Plata. During the Fall, the annual Rocktoberfest and the Charles County Fair are hosted to support the community, with the Charles County Fair being the most popular outdoor events. The town of La Plata also hosts a ceremony to remember citizens and businesses who perished due to the tornado that happened in 2002. The La Plata Tornado Memorial Garden is located downtown and was created in honor of those who died and to recognize the town water tower that was destroyed during the tornado.



THE STAR MEMORIAL GARDEN

The La Plata Community Garden Club dedicates this garden to all those who restored and rebuilt our town following the devastating tornado on April 28, 2002.

The granite star in the center of the courtyard commemorates the star which stood on this site atop the original water tower until it was destroyed by the tornado.

The brick walkway marks the path of the tornado through the town.
The five benches memorialize those who died in the 2002 tornado and the 13 school children who died in the tornado which struck La Plata on November 9, 1926.

More powerful than the forces of nature
is the spirit of the townspeople
of La Plata.

Dedicated April 28, 2007



Transportation 2.4

The Starbrooke community is in Charles County off, encumbered by La Plata Parkway to West and Rosewick Road to the North. The average car ownership in La Plata, Maryland is two cars per household and the average commute time to and from work is 35 minutes in a personal vehicle. In the community, La Plata also has a public bus transportation system. There are many cities close to La Plata, with the major ones including Washington DC, Alexandria, VA and Arlington, VA. These cities are approximately 40 miles away.



Crime 2.5

The crime rate of La Plata, Maryland is roughly 24.5 per 1,000 people throughout a normal year. This translates in La Plata obtaining a "B" rating for crime per Zonda. According to Crimegrade.org, the people of La Plata consider the southwestern area of town to be the safest.

Climate and Geography 2.6

La Plata is known for its fairly temperate year-round temperatures, including mild summers, chilly winters, and evenly spaced annual precipitation. From December through February, La Plata frequently experiences chilly conditions with the possibility of frost. Summertime temperatures (June through August) are typically warm, with highs in the mid-eighties. Our schedule included appropriate time slots for unforeseen weather events, but we only anticipate minor delays.

Annual Snowfall: 15.9"

Annual Precipitation: 44.5"

Annual Days of Sunshine: 204 days

Winter

Average Low:38°F

Average High:57°F

Spring

Average Low:55°F

Average High:74°F

Autumn

Average Low:56°F

Average High:76°F

Summer

Average Low:73°F

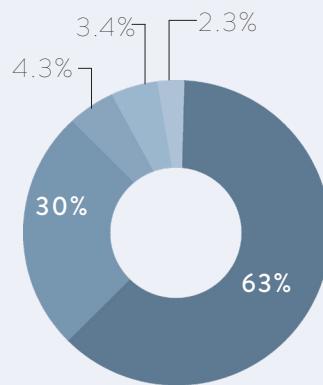
Average High:92°F



Demographics 2.7

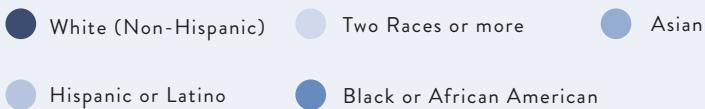
Population

- Population 9,516 - 1.49% 1-year growth rate
- Median Age 41.2 - 1.73% 1-year decrease
- Poverty Rate 2.06% - 52.1% 1-year decrease
- Median Household Income \$114,390 10.9% 1-year growth rate
- Median Property Value \$402,657 0.909% 1-year growth rate
- Employed Population 5.9% 1-year growth rate



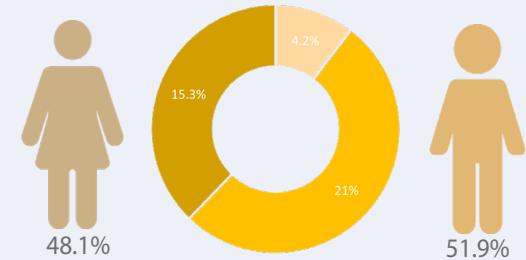
Race

The five largest ethnic groups in LaPlata, Maryland are White (63.0%), Black or African American (30.0%), Asian (4.3%), Hispanic or Latino (3.4%) and two or more races (2.3%). 96.9% of residents in LaPlata, MD are U.S. citizens.



Age and Sex

The generational breakdown in LaPlata, Maryland are persons below the age of five (4.2%), below the age of 18 (21.0%), 65 years and older (15.3%). Male (51.9%) and Female (48.1%).



Education 2.8

Charles County School District is ranked #13 in the state of Maryland including elementary, middle, and high school with approximately 26,875 students. There are three schools that are within the residential zone of Starbrooke, Mary H. Matula Elementary School, Milton M Somers Middle School, and La Plata High School. In this district the student-teacher ratio is 17 to 1. La Plata has three existing schools with plans to build a school on our site located in Area M. About 27.87% of the population has attained a college certificate and about 19.32% of adults in La Plata have obtained a bachelor's degree.



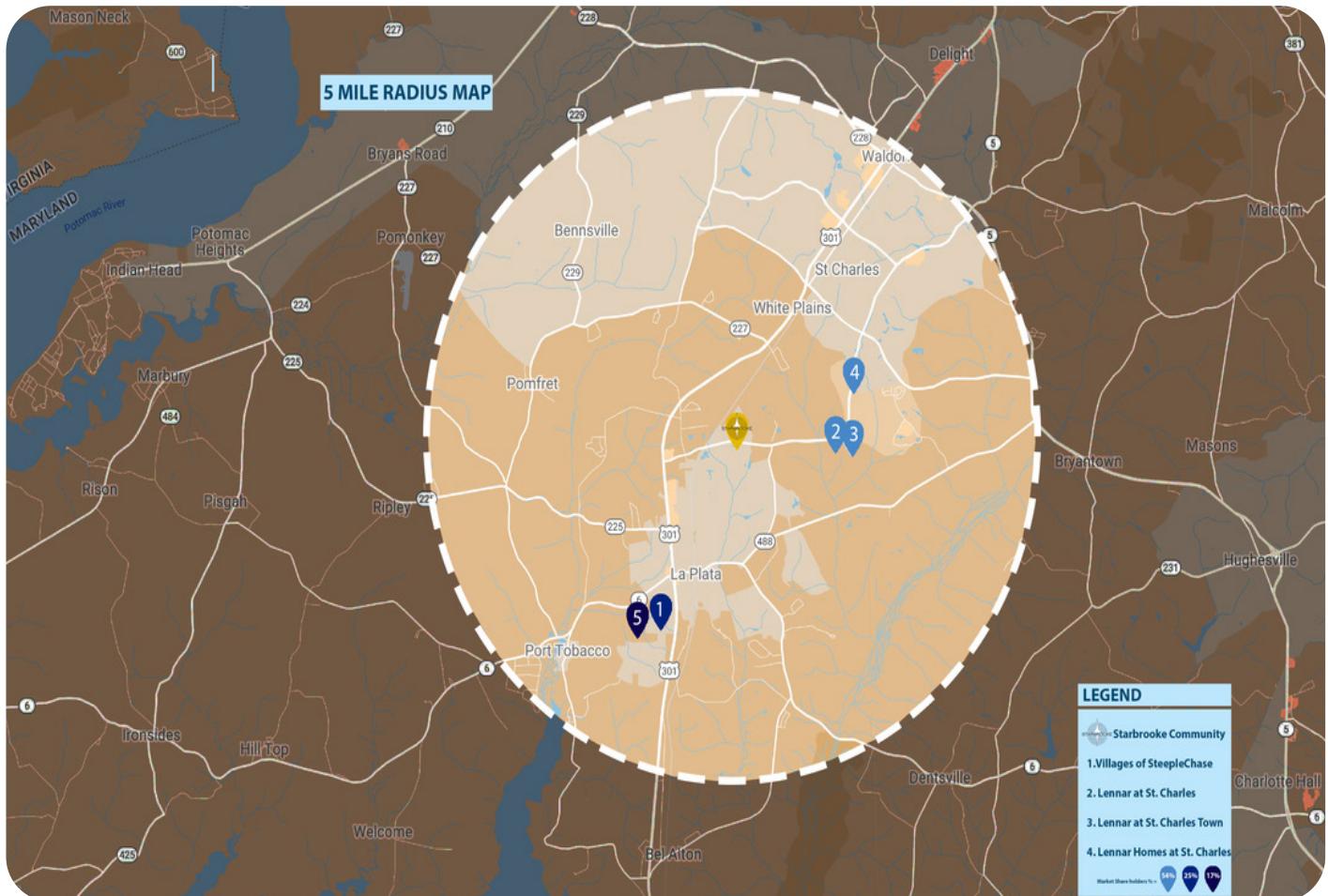
Income 2.9

The median annual household income in LaPlata, Maryland (20646) is \$114,309, which is more than the national median annual income of \$78,075 for 2022. The La Plata sales tax is 6.00%

Cost of Living 2.10

Encompassing housing, health care, and utilities, La Plata has an overall cost of living index of 114 which is 1.14x higher than the national index of 100 due to groceries, housing, and services. LaPlata also has a slightly higher cost of living than Maryland while maintaining affordability for health care services (84.9) compared to the United States average of 100.

	La Plata	Maryland	United States
Overall	114.1%	111.8%	100%
Grocery	108.4%	105.2%	100%
Health	84.9%	84.2%	100%
Housing	139.1%	124.1%	100%
Utilities	106%	105.6%	100%
Transportation	104.5%	119.3%	100%



Top Market Share Holders 2.12

LENNAR®

53.26%



26.09%



17.39%

Comparable Developments (5 mile radius) 2.11

Detached

St. Charles Parkland
Signatures
Lennar
2.9 Miles away
Unit Sizes 1,568 SF - 2,588 SF

Attached

St. Charles / Townhomes
Lennar
3.5 Miles away
Unit Sizes 1,927 SF - 2,766 SF

Quality Built Homes

Fischers Grant
0.2 Miles away
Unit Sizes 1,711 SF - 2,779 SF

Villages at Steeple Chase

Berkshire Homes
1.5 Miles away
Unit Sizes 1,300 SF - 5,094 SF

St. Charles Single-Family

Lennar
3.3 Miles away
Unit Sizes 1,992 SF - 3,208 SF

The Columns

D.R. Horton
2.6 Miles away
Unit Sizes 1,525 SF - 2,851 SF

Market Affordability 2.13

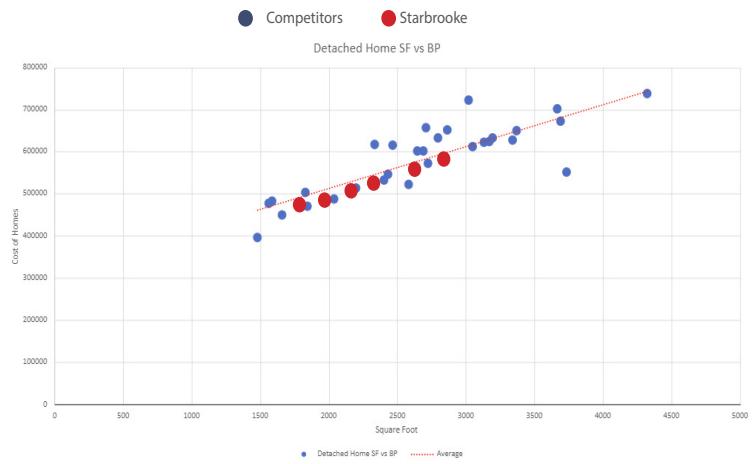
Through analysis of Zonda's La Plata, MD market data, we found the average market sales price for a single-family detached dwelling to be \$497,990. This sales price has reached a 30% increase over 2021, at a rate of 1% change over a month. Based upon this sales price the respective household should bring in \$114,738 to afford the average single-family home. For attached homes, the average market sales price is \$402,657.

All-in-sales-price	\$497,990
Down Payment	\$99,598
% Down	20%
Mortgage Term (year)	30
Monthly Income Required	\$9,812
Monthly Mortgage Payment	\$3,172
Interest Rate	6.575%
Total Annual Expenditure	\$79,680
Median Annual Income	\$114,309

Square Footage & Base Price 2.14

The figures below indicate the relationship between square footage and base price. The red dots represent the prices of our homes, approximately \$378k-\$629k with an average price of approximately \$475k compared to the homes of our top five competitors within a five mile radius. Our competitors' homes are represented by the blue dots and show that they have a smaller price range, whereas our homes are competitive, offering a larger range of prices for our variety of home buyers.

Square Footage VS Price

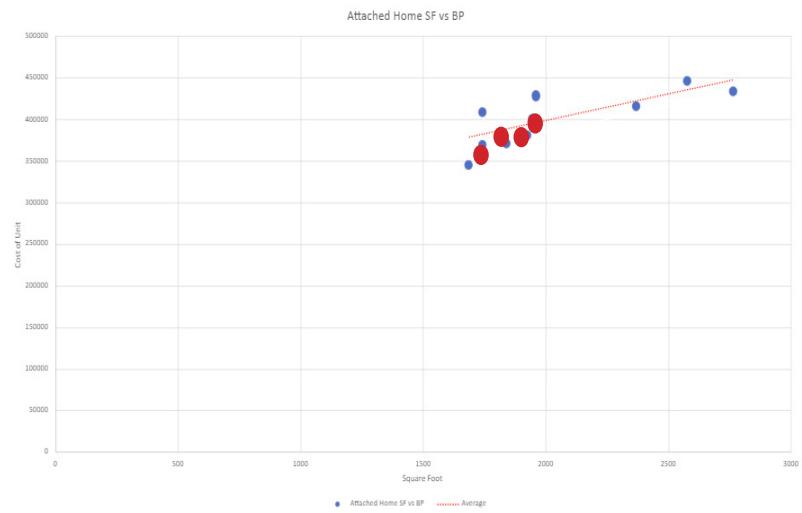


TARGET MARKET

2.15

Starbrooke's homes' target consumers are concentrated in three markets. The first audience is experienced professionals. For this market, our houses and townhomes are priced and designed to appeal to experienced professionals. Families are the second target audience. This is for couples who have children needing spacious living areas to accommodate everyone. The third target market will be seniors seeking for smaller houses and/or townhomes that are more focused toward downsizing.

Attached Home SF vs BP



03 Product Design & DEVELOPMENT

The Starbrooke community provides a high-quality living experience to its residents. Our houses' exquisite architectural designs represent the company's objective of promoting a multitude of sustainable living settings. Our houses will be available in three separate series, with sizes ranging from 1750 to 3200 square feet. This variation is met with exceptional quality that is suited to the demands of our target markets.

Exteriors 3.1

- Brick options include: Pheonix, Pinehurst, Chestnut
- Stone options include: Gold Limestone, White Limestone
- Two exterior hose bibbs and weather resistant GFCI electrical outlets
- Exterior lighting package
- Low-maintenance flatwork package, detailed individually for each home site
- Rear concrete patio
- Advanced framing techniques and improved thermal envelope system
- Asphalt and standing seam roofing
- Painted fiberglass, raised panel, insulated front door with satin nickel hardware and privacy deadbolt
- Insulated garage doors with openers
- Double hung vinyl windows with screens
- Prefinished aluminum seamless gutters

Interiors 3.2

- Open interiors with 9' ceilings
- Smooth finished ceilings
- Elegant arched entryways and beautiful trimmed columns (Per plan)
- Open living spaces with natural lighting
- Vinyl flooring in Kitchen, Dining, Family Room, secondary bathrooms, and Entry
- Carpet with 6 lb. pad in all Bedrooms and Closets.
- Ceramic tile floor in Owners Suite
- Painted two panel 6'8" interior doors with satin nickel hardware
- Secondary baths include Level 1 cultured marble vanity tops, 42" mirrors and one-piece fiberglass tub-showers

- Pedestal sink with decorative mirror in Powder Bath (Per plan)
- Level 1 home lighting package included
- Smart thermostat
- Flooring: hardwood, laminate, tile
- Cabinets: raised panel, slab, shaker
- Counters: quartz, granite, quartzite

Owner's Suite and Bath 3.3

- Elegant tile flooring
- Cultured quartz/quartzite/granite vanity tops
- Level 1 brushed nickel lighting fixtures and accessories
- Walk-in closets with wire shelving
- Water conserving, elongated toilet
- WaterSense Brushed Nickel faucets

Gourmet Kitchens 3.4

- Granite Topped Island with side-outlet
- Stainless 50/50 undermount sink with Water Sense faucet
- Granite tops with 4" granite option
- Separate pantry with wire shelving
- 42" cabinets with crown molding
- Full complement of sleek stainless steel
- Energy Star Kitchen appliances:
 - 30" Gas range
 - High-efficiency, quiet-wash dishwasher
 - Energy saving, built-in microwave
 - 30" Wall-mounted pyramid chimney hood

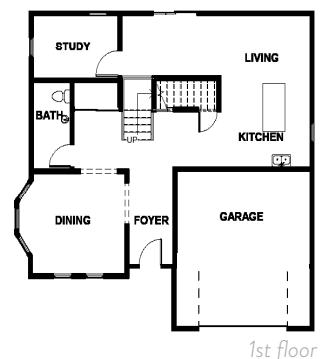
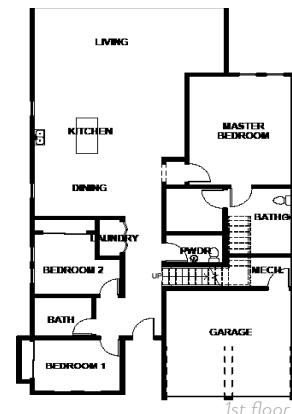
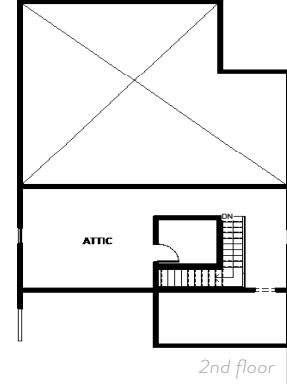
Mechanical 3.5

- Third Party performance verification using the Home Energy Rating System (HERS) Index for easy comparison against other homes
- Tankless Water Heater
- High performance Lennox heating and cooling mechanicals maintains your home's comfort with lower operating costs. 14 SEER air conditioning with chlorine-free refrigerant to reduce environmental impact. 93% Efficient gas furnace brings more savings during the heating season.
- Cooking surfaces vented directly outside
- PEX corrosion-resistant plumbing system

BETA

Series 3.6

The Beta Series. This series includes our 50' elevation lots and layouts with 3 - 4 bedrooms and three bathrooms. This series is ideal for first-time homeowners seeking to invest in a home ranging from 2,175 SF to 2,300 SF. The Beta Series homes provide customers the space they need while keeping the quality and attractive design normally found in bigger homes. The design of these dwellings ensures a comfortable fit on our Type C lot. Images obtained from Lennar.

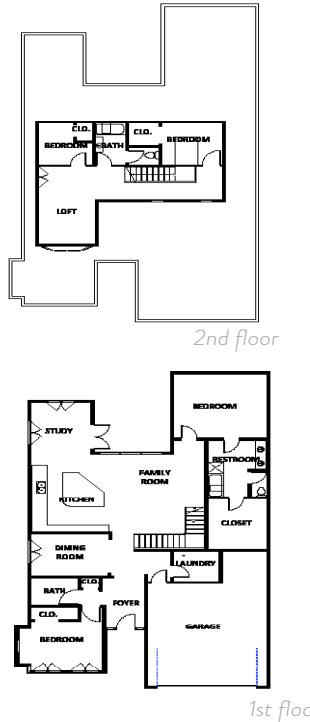


GAMMA

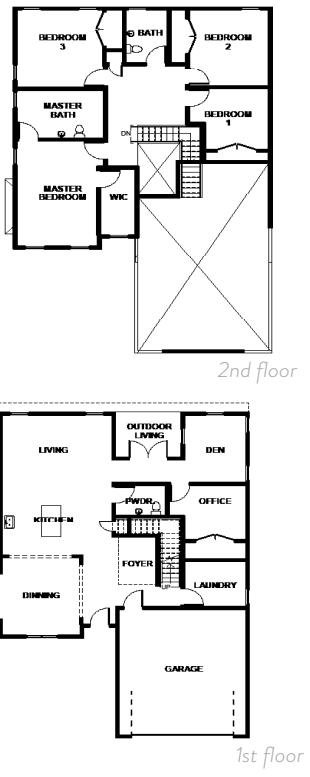
Series 3.7

The Gamma Series – These 60' elevations are our mid-sized homes. This series of plans contain four bedrooms with three baths, ranging from 2500 SF to 2740 SF. With room to raise a family or entertain guests, homeowners will enjoy these outstanding floor plans. These homes fit perfectly within our Lot Type B. Images obtained from Lennar.

Onyx 2,500 SF.
3 Story | 4 Bed | 3 Bath | 2 Car Garage
Base Price \$559,990
Master on Main Level



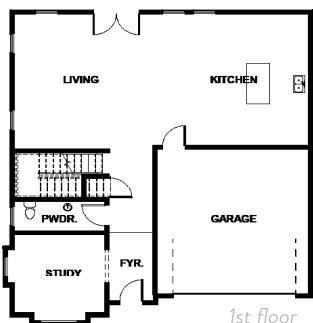
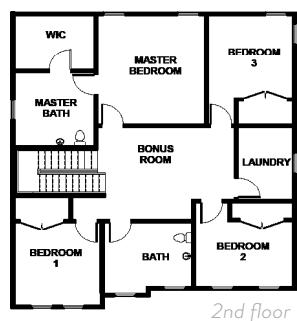
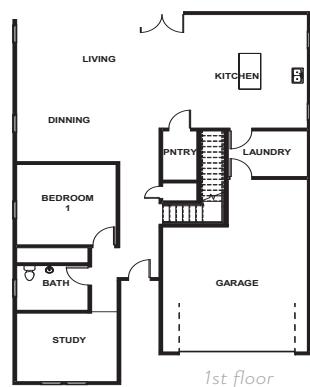
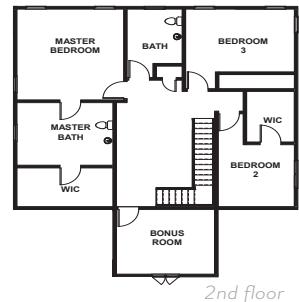
Emerald 2,740 SF.
3 Story | 4 Bed | 3 Bath | 2 Car Garage
Base Price \$573,990



ALPHA

Series 3.8

The Alpha Series - These 70' elevations are for our larger homes. This series includes four bedrooms and three baths in sizes ranging from 3000 to 3200 square feet. These exceptional floor layouts are ideal for raising a family or entertaining visitors. These houses are ideal for our Lot Type A. Images obtained from Lennar.

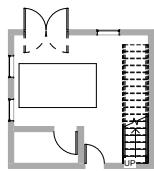


DELTA

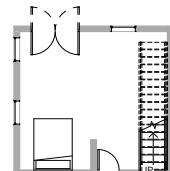
Series 3.9

The 3-Unit Townhome Series – The Delta Series. This series of plans contain four bedrooms with three baths, ranging from 1825 to 2050 sf. These 3-Unit Townhouse plans allow for customizations where our homebuyers see fit. Customization options include: Flex Room, Additional Bedroom, 2-Story Balcony, and a Home Office. With room to raise a family or entertain guests, homeowners will enjoy these outstanding floor plans. These homes fit perfectly within our 3-Unit Townhouse Lots. Images prepared by B.R.I.C.K.S. Building Company.

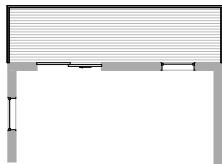
3-Unit Rowhouse
3 Story | 2-4 Bed | 2-4 Bath | Front Load Garage
SF. 1825 - 2050
Base Price \$393,990 - 424,990



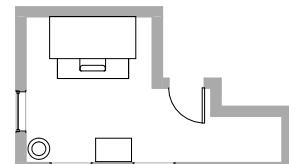
OPTION 1:
Flex Room



OPTION 2:
Additional Bedroom

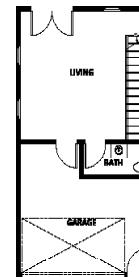


OPTION 3:
2nd-Story Balcony

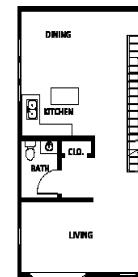


OPTION 4:
Home Office

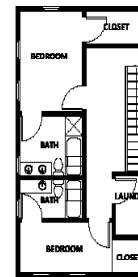
OPAL - 1750 SF



1st floor

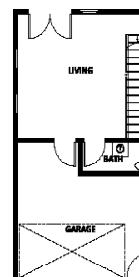


2nd floor

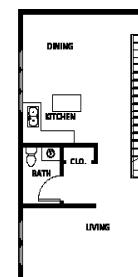


3rd floor

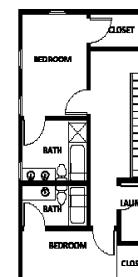
CITRINE - 1825 SF



1st floor

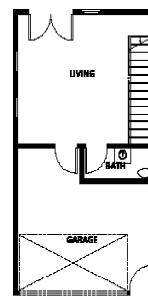


2nd floor

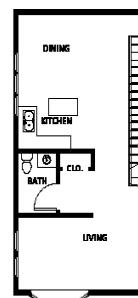


3rd floor

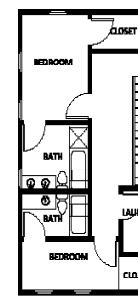
JADE - 1975 SF



1st floor

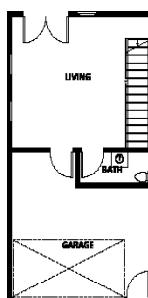


2nd floor

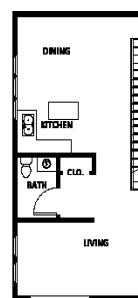


3rd floor

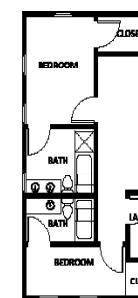
AMETHYST - 2050 SF



1st floor



2nd floor

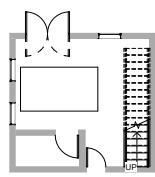
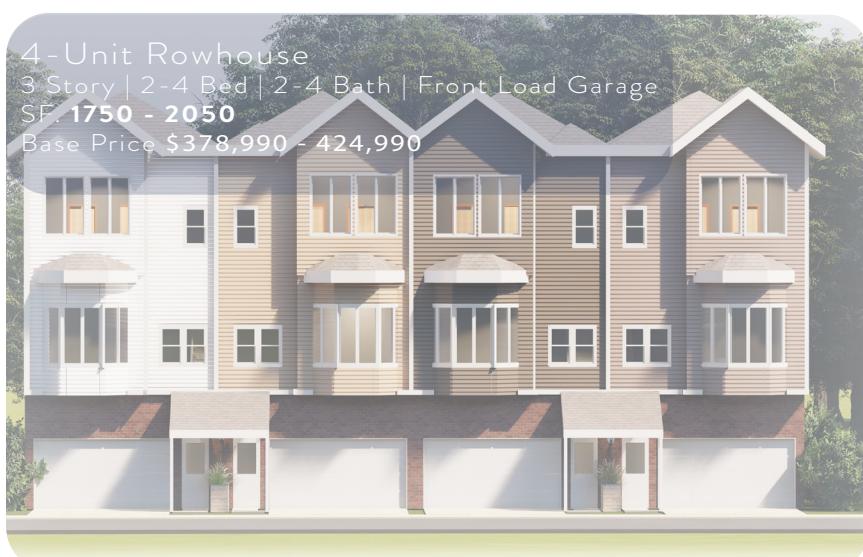


3rd floor

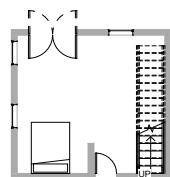
DELTA

Series 3.10

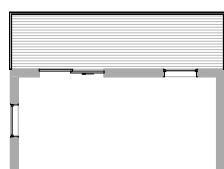
The 4-Unit Townhome Series – The Delta Series. This series of plans contain four bedrooms with three baths, ranging from 1750 to 2050 sf. These 4-Unit Townhouse plans allow for customizations where our homebuyers see fit. Customization options include: Flex Room, Additional Bedroom, 2-Story Balcony, and a Home Office. With room to raise a family or entertain guests, homeowners will enjoy these outstanding floor plans. These homes fit perfectly within our 4-Unit Townhouse Lots. Images prepared by B.R.I.C.K.S. Building Company.



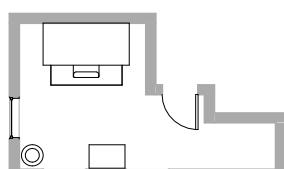
OPTION 1:
Flex Room



OPTION 2:
Additional Bedroom

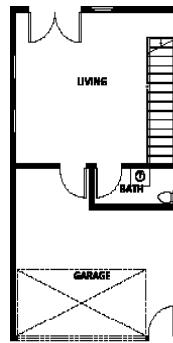


OPTION 3:
2nd-Story Balcony

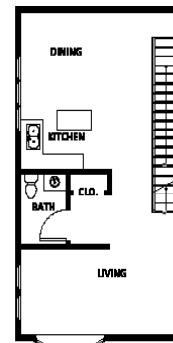


OPTION 4:
Home Office

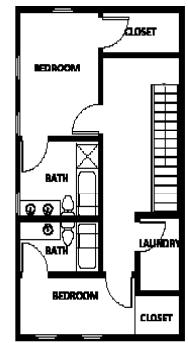
CITRINE - 1825 SF



1st floor

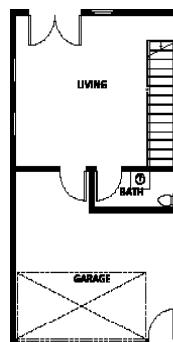


2nd floor

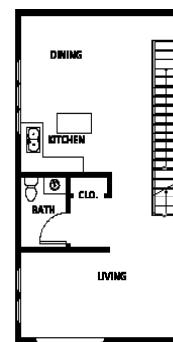


3rd floor

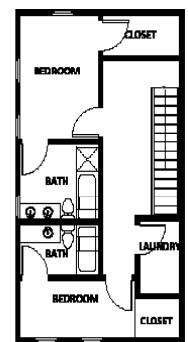
JADE - 1975 SF



1st floor

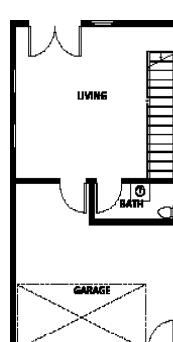


2nd floor

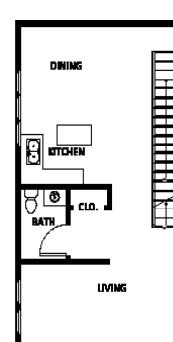


3rd floor

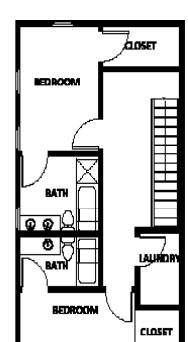
AMETHYST - 2050 SF



1st floor



2nd floor



3rd floor

Tech Package

- Home security system prewired with first floor glass break window sensor, doors and wiring for one keypad location
- LED Lightbulbs
- Alexa Amazon
- CAT5-E structured wiring package for phone in Owners' Suite and living room
- Smart doorbell/lock
- Dual/ Carbon monoxide detectors with battery backup
- Cable and TV outlets in Owners' Suite and living room
- Wireless access points
- Smart Garage

ADA Accomodations

- Lever Door Handles
- 0-Step Entry
- Lowered Countertops
- Low Reaching Upper Cabinets
- Roll Under Surfaces
- LVT in Bedrooms
- Bathroom Grab Bars
- Wet Room Bathroom, 6' Turn Radius
- Zero Barrier Shower
- Built-In Shower Bench

Energy

- Fiberglass batt insulation
- Rheem® zoned tankless water heater(s)
- Programmable, wi-fi controlled Honeywell® thermostats
- R-8 insulated, Foam Plastic covered air ducts with returns and transfer grills in all bedrooms
- Mechanical fresh air intake system
- Fire-rated shared-walls in Townhomes
- R-20 2x6 Stud Cavities

Warranty and Customer Care 3.11

- 10-year structural warranty
- Meetings with your personal superintendent to assure Customer Satisfaction
- 2-year limited warranty on mechanical systems
- 1-year warranty on workmanship
- 24-hour warranty team

Upgrades 3.12

Exterior

- Backyard Pavilion with Fireplace
- Two Exterior Weather Resistant GFCI Outlets
- Outdoor Porch
- Privacy Fence
- Insulated Exterior Door
- Two anti-siphon and freeze resistant hose bibs
- Dual Pane E Vinyl Windows

Interior

- Designer Lightening Package
- Square Drywall Corners
- 4" Baseboard with 2-¼" Casting
- Wood Frame Door
- E-Series Dual Massage Walk-In Tub
- Bedroom Ceiling Fans Pre-Wired
- 2 Universal Jacks
- California island
- Butler's pantry (added square footage)
- Extra bedroom with bath



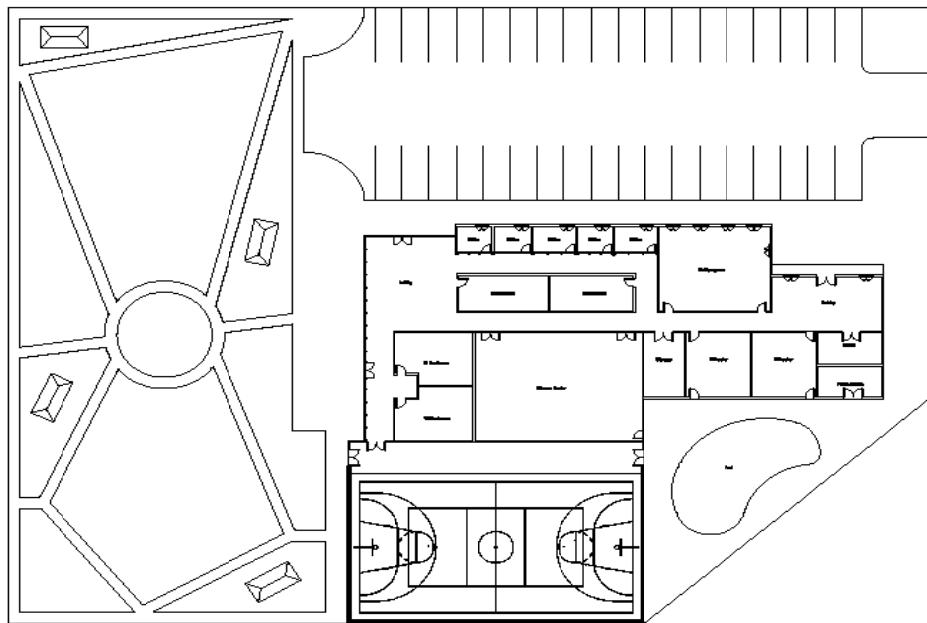
Honeywell

THE POWER OF **CONNECTED**



Amenity Center

3.13



Starbrooke's Amenity Center is designed for residents to interact and develop a sense of community within the subdivision. According to the La Plata Parks and Recreation Master Plan, indoor facilities are needed in the Town of La Plata. Our program includes an indoor basketball court, fitness center, conference rooms, offices and outdoor pool which are the highest future demand indoor facilities. These spaces aim to serve as a catalyst for youth development and community connectivity. Near our amenity center is our sports field and spacious event lawn to allow for community gathering and various sponsored events.



Starbrooke Community Garden^{3.14}

The Starbrooke Community Garden poses as a beneficial addition to its residents by increasing the availability of nutritious foods, strengthening community relationships and bonds, while reducing environmental hazards. Social ties are important to the wellbeing of people in Starbrooke. Community gardens help reduce negative environmental impacts within the Starbrooke community by promoting sustainable practices and agriculture. Through partnerships and funding from local organizations such as La Plata Maryland Improvement Grant, Outreach & Restoration, and MD Agri-Education Foundation, Starbrooke will be able to access positive cash flow towards the startup and land development costs. In addition to this funding, the community garden plots will be accessible to all HOA members, with a deposit and annual plot rental fees. All participating Starbrooke residents will adhere to the Community Garden guidelines to ensure the proper cultivation of crops. The community garden will feature 60 plots of sizes 7'x10', 9'x12', 11'x15' with upcharges based on the selected plot size and a non-refundable deposit of \$50. A playground will be erected to provide adolescents a playarea near the community garden (refer to site plan).

WELCOME TO OUR STARBROOKE COMMUNITY GARDEN

THE PRODUCE IN THIS
GARDEN HAS BEEN
CULTIVATED BY MEMBERS
OF THIS COMMUNITY, AND
WE ASK OUR NEIGHBORS TO
HELP US PROTECT IT FROM
HARM

THANK YOU!



04

Site Design & DEVELOPMENT

4.1

After extensive research of the conditions on our site and surrounding areas, our team determined that a mix of single-family detached and attached homes would best suit the communities' needs, while exceeding goals outlined in the Town of La Plata's 2020 Comprehensive Plan. We aim to create a unique development that encourages a sense of community and offers a variety of amenities to best suit the Starbrooke residents.

The site design takes inspiration from the La Plata Star Memorial Garden, dedicated by The La Plata Community Garden Club to all the community efforts who collaborated in the town's restoration following the devastating tornado on April 28, 2002.

The curvy and concentric site elements elude the circular brick paving pattern in the Star Memorial Garden. The Starbrooke's site layout serves as a symbol representing the Town of La Plata's community pride. The curvature of the roads created by this design provide a dynamic walkable experience for residents while also allowing each lot to be

unique. Starbrooke's site layout creates a subset of individual pocket neighborhoods to promote a close knit sense of neighborliness.

To continue the notion of community connectivity, Starbrooke features the first community garden in the Town of La Plata. The Starbrooke Community Garden provides an opportunity to promote environmental stewardship and aims to serve as a catalyst for the introduction of community gardens throughout the Town of La Plata. The garden amenity is coupled with the beautiful, open event lawn adjacent to the amenity center. The community event lawn will allow rentals for various La Plata & Starbrooke homeowner sponsored events, such as the Annual Tornado Anniversary Ceremony and La Plata summer concerts. Starbrooke meets the demand for outdoor green space among our target market. Interweaving through the site, are many paved walking and biking trails providing connections to the different amenity spaces within the community exhibiting our focus on community engagement. Starbrooke prioritizes its residents' outdoor experience by placing natural shade trees between the





main street and sidewalks giving views of our beautiful homes on our various lot types of the following:

Type A lots: 8,000-8,500 SF (~.18 Acres)
 Type B lots: 6,500-7,000 SF (~.15 Acres)
 Type C lots: 5,000-5,500 SF (~.12 Acres)
 Type D lots: 2,000-2,500 SF (~.05 Acres)

Starbrooke provides a community responsive, environmentally conservative, safe and peaceful atmosphere for both residents and guests entering and departing the community.

Existing Conditions 4.2

The La Plata site sits in the Tier II, Zekiah Swamp watershed. The site features a substantial amount of wetland areas, which B.R.I.C.K.S Building Company goal is to protect these woodlands and reforest any disturbed acres. Starbrooke aims to uphold a high standard of environmental protection with the design of the development.

Town of La Plata Considerations 4.3

According to the Town of La Plata's 2020 Comprehensive Plan, the Town aims to enhance La Plata resident's quality of life, public participation, community design, and environmental protection. Starbrooke aims to meet and exceed the Town's development goals through the introduction of the Starbrooke Community Garden, Starbrooke Lawn, environmental protection and through a site design that welcomes and promotes community connectivity.

Design Goals 4.4

“Community Connectivity”

Starbrooke invests in community activities that bring residents together and create strong civic bonds through community features such as our event lawn and community garden. Our community garden serves to promote sustainable living and practices with our event lawn being available for rental and event hosting for HOA members.

“Sense of Place”

With residents spending time walking through the neighborhood, rather than driving, residents have a better connection with the community and neighbor, providing a sense of place.

“Environmental Protection”

Starbrooke aims to develop forest restoration plans to express intentions of environmental protection within the Town of La Plata.

Transportation Improvement 4.5

After analysis of The Town of La Plata transportation slideshow we've concluded that La Plata's traffic volumes will greatly increase by 2030, running the risk of having inadequate turn lanes at intersections such as La Plata Parkway/Rosewick Road intersection. Acceleration lanes allow vehicles leaving Starbrooke to accelerate to a speed at which it may safely merge with the main stream of traffic. Deceleration lanes allow vehicles entering Starbrooke to safely slow down as it approaches an intersection to make a left or right turn without disrupting the main flow of traffic. We will implement acceleration and deceleration lanes at the Rosewick Rd/ La Plata Parkway intersection to ensure smooth traffic flow and eliminate safety risks entering and exiting Starbrooke community.

Premiums 4.6

B.R.I.C.K.S. Building Company has established classifications of lot types within each phase. Premiums are linked with cul-de-sac lots, lots backing open space or woodland, lots backing the site boundary, corner lots, and amenity proximity lots. Starbrooke's premiums range from \$16,680 to \$41,400. Based on our local and regional community competition, these premiums represent fair market value. As each phase accommodates each sort of premium lot to new homebuyers within Starbrooke, the site design encourages luxury living.

Lot premiums for Starbrooke include:

- Back to woods \$16,680
- Proximity to walking/biking paths \$21,000
- Cul-de-sac Lots \$27,000
- Proximity to Amenities \$33,000
- Corner Lots \$41,400

Phasing 4.7

Starbrooke is phased the project to be built in three phases, each broken up into three subphases (1A, 1B, 1C, etc.). Phase one's construction entrance will originate in Parcel C, working upwards into Parcel B. To maintain cashflow on the frontend of the project, the community center will not be built until Phase 1C. During Phase 2, the construction entrance will be directed from Parcel B's main entrance from La Plata Pkwy. Building the Starbrooke Community Garden during Phase 3, allows for equal opportunity for resident plot rentals.

05 Sustainability

Community Features 5.1

B.R.I.C.K.S. Building Company will take into account all of the environmentally sensitive areas throughout the Starbrooke community. Starbrooke aims to maintain forest conservation easements, greenways, wetland buffers, stream buffers and parkland. During construction, B.R.I.C.K.S. Building Company will maintain existing and/or enhance meadows, restore and maintain ponds, restore wetland habitats and provide a reforestation plan to preserve the environmentally sensitive areas. This community will implement the principles of walkability, pedestrian safety, and environmental protection to the greatest extent. The use of trails, sidewalks, parks, wetland conservations, and the Starbrooke community garden will protect the existing ecological features of La Plata while ensuring a beautiful development for its residents.

Landscaping 5.2

All trees in Starbrooke will be native to the Chesapeake Bay and will be a minimum of 1.5" caliper when planted and staked with galvanized wires for support. Street trees will be strategically planted throughout the community to increase the filtration of dust and decrease pollution for better air quality for homeowners. Planted no less than a 25ft span, Starbrooke's street trees will create a canopy at maturity for a more cohesive and unified character for the site and give shade to the Starbrooke properties, reducing the need for air conditioning. They will also minimize soil erosion, recycle nutrients, and exchange carbon dioxide, all of which are advantageous to the environment.

Streetscape 5.3

The Starbrooke roadways were designed in compliance with the Maryland Department of Transportation and Charles County Road Ordinance. Starbrookes' roadways have been designed to promote a comfortable and safe walking environment that encourages community interaction with uninterrupted sidewalks along roadways to enhance the pedestrian experience. With a walkable site, Starbrooke implemented measures to promote and ensure pedestrian safety. This community features traffic calming measures such as developing traffic circles with speed limit signs and hosting a bi-annual Speed Awareness Program Day at the Starbrooke Event Lawn. While traveling through the Starbrooke community, residents experience a 24' wide asphalt paved roadway with a property buffer of two 1' sod strips to promote passive stormwater management. Pedestrians can walk comfortably along the well shaded, 6' wide sidewalks spanning through the entirety of Starbrooke. To provide safety of our residents adequate street lighting will be installed in compliance with the Town of La Plata code.



Rosewick Rd. & La Plata Pkwy Intersection

Building Features 5.4

Our standard sustainable building features are calculated into our product estimates. The average cost of the features range from \$3,000 - \$5,000 per floor plan type.

Low-E Windows with Argon Gas

The glass of a Low-E coated window prevents heat and ultraviolet (UV) rays from flowing through. With Argon gas is situated between the glass panes, these windows have the advantages of being affordable, non-toxic, odorless, improving soundproofing, minimizing heat exchange, and lowering the chance of condensation and frost.

LED Lighting

Residential LEDs are long-lasting and consume 75% less energy. They also outlast incandescent illumination by 25 times. LED lighting saves our homeowners \$100 a year on average.

Advanced Framing

We practice advanced framing techniques designed to reduce the amount of lumber used and waste generated in the construction of a wood-framed house. The use of 2x6 studs that will be spaced 16 inches on center provide a larger cavity for more insulation compared to traditional 2x4 framing. The insulation used in B.R.I.C.K.S homes is fiberglass insulation with an R-value of 20.

Engineered Wood Framing Products

I-Joist is an example of engineered wood framing products used in B.R.I.C.K.S homes' floors and ceilings. Compared to natural timber, engineered wood products allow flexibility as well as structural characteristics such as the efficient use of wood fibers.

Energy Star Certified Appliances

Devices with the ENERGY STAR mark utilize 20-30% less energy and natural resources than government requirements demand. This is accomplished by the use of improved designs that use less energy to perform the same or better task.

Low Volatile Organic Compound Paint

Indoor air pollution is one of the four biggest health concerns, according to the EPA. Low VOC refers to volatile organic compounds that are not hazardous to the environment or people, making them better for both homeowners and contractors throughout the construction process. All residences built by B.R.I.C.K.S building company will have wall coverings coated with low VOC paint.

Honeywell Smart Thermostat

The Honeywell Smart Thermostat is ideal for the modern smartphone connected home. Honeywell's Smart Response Technology adapts to the heating and cooling cycle times in your house to deliver ideal temperatures when they're needed, saving our residents' homes \$150 annually on heating and cooling expenses.

Water Saving Fixtures

WaterSense plumbing fixtures have been independently evaluated and certified to satisfy efficiency and performance criteria by the EPA's WaterSense program. These fixtures are used in all of B.R.I.C.K.S. detached and attached dwellings.

SEER HVAC

Heating and ventilating houses consume almost 60% of household power usage in the United States. The higher the SEER of your unit, the more efficient it will be. B.R.I.C.K.S construction business aspires to deliver a SEER energy rating of 13.4 - 14.

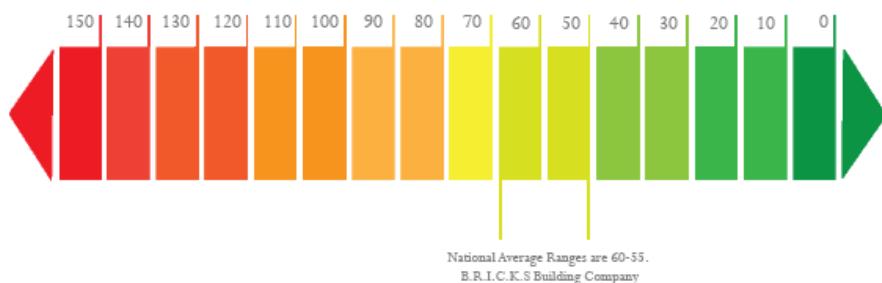
Energy Saving Plumbing

BRICKS Building Company uses PEX piping, because it is more cost effective opposed to copper piping. The PEX piping keeps the temperature constant which will lower heating costs. PEX also resists build up, freezing and bursting, and is a quieter water delivery system.

HERS Index

The HERS rating assesses a home's energy efficiency. As the HERS rating decreases, the homeowner's energy savings grow dramatically, resulting in a considerably cleaner atmosphere and a reduced carbon footprint. Our community provides high-quality items that take into account energy savings, carbon impact, and home comfort. In our homes, we aim for a HERS rating of 55-60, with 58 being our target.

HERS Index Chart



Savings Chart 5.5

Energy Star Appliance and Rating	Energy Use	Standard Appliance Energy Use	Total savings when Changed to Energy Star
Dishwasher $\leq 270 \text{ kWh/year}$ $\leq 3.5 \text{ gallons/cycle}$.5 kWh per load \$0.06 per load	Dishwasher: normal cycle (not including hot water) 1 - 2.17 kWh per load \$0.11 - \$0.24 per load	1,600 gallons in savings over next 10 Years and on average, 3,870 gallons of water over its lifetime
LED Lights	10 W of electricity Total cost of electricity used (25,000 hours at \$0.12 per kWh): \$38	Incandescent Light Bulbs 60 W of electricity Total cost of electricity used (25,000 hours at \$0.12 per kWh): \$180	Use 50w less of electricity Saves \$142 on electricity
Tankless Water Heater \$0.93 per therm (GAS) \$0.09 per kWh (Electric)	Annual Energy Use THERM: 244 Annual Energy Cost: \$146	Annual Energy Use THERM: 175 Annual Energy Cost: \$105	\$20 - \$50 annually, or \$300 - \$900 over its lifetime
Washer IMEF ≥ 2.38 IWF ≤ 3.7	-Warm Wash, cold rinse 2.3 kWh per load \$0.25 per load -Hot wash, warm rinse 6.3 kWh per load \$0.69 per load	-590 kWh Warm Wash, cold rinse 2.3 kWh per load \$0.25 per load -Hot wash, warm rinse 6.3 kWh per load \$0.69 per load	10 gallons of water per load which equals 3,000 gallons of water
Dryer 3.93 (lbs/kWh)	(light load vs. heavy load) -2.5 - 4 kWh per load -\$0.28 - \$0.44 per load	Clothes Dryer -769 kWh (light load vs. heavy load) -2.5 - 4 kWh per load \$0.28 - \$0.44 per load	\$210 in energy bills over the life of the product.
Windows	Average Cost energy cost \$112 Average of CO ₂ Output: 1024 pounds	Single Paned Windows Average Cost Energy Cost: \$342 Average of CO ₂ Output: 3606 pounds	Avg: \$230 savings Avg: 2315 CO ₂ pounds
Fridge	34.5 kWh per month \$3.80 per month	Refrigerator/Freezer 596 kWh	\$260 over the next 5 years.

06

Project Management

ANALYSIS

Elevated Management Methods 6.1

Starbrooke strives to deliver the best building experience for our homebuyers, partnerships, and local community. Environmental sustainability and protection of the local ecosystem of La Plata is of the utmost importance. We will collaborate and stay in alignment with initiatives by Davey Resource Group and the Alliance of the Chesapeake Bay through the expansion of the tree canopies in Maryland, ensuring Starbrooke will foster the protection of natural vegetation and assist in La Plata's reforestation. While keeping the best interests of the community in mind, as well as remaining within budget and on schedule, we took the proper steps to assemble the best team structure for the development of Starbrooke.

Team Structure 6.2

B.R.I.C.K.S Building Company's team structure will consist of a Project Manager, two Vertical Superintendents, a Horizontal Superintendent, and a Project Engineer. To ensure that we remain within budget, a percentage of the project team salary including the project manager, superintendents, and field engineer will be calculated in the overhead budget for the project.

Project Manager

The Project manager will be responsible for overseeing the overall Starbrooke development and project team. They will work closely with the superintendents and project engineer to ensure the budget,

schedule and specifications are followed. All superintendents will directly communicate progress with the Project Manager throughout the project's life to ensure cohesion and proper management.

Project Engineer

Supporting the Construction Project Manager and Superintendent, the Project Engineer will be responsible for ensuring the quality and timeliness of all construction deliverables such as overseeing schedule, monitoring estimates, inspecting completed work/punch list items, as well as reviewing design and bidding documents.

Site Superintendent

The Site Superintendent will oversee all construction on a day-to-day basis. They will be responsible for all site and residential construction operations.

Site Conditions 6.3

We will be building in a small-town rural community that displays urban and metropolitan qualities. Prior to construction, B.R.I.C.K.S. Building Company will draft a preliminary Forest Conservation Plan for the site, noting all proposed woodland conservation areas. The primary soil in Charles County La Plata, is loamy soil composed mostly of sand, silt, and a smaller amount of clay, having excellent drainage properties and are ideal conditions to set proper foundations.

Stormwater Pollution Prevention Plan & Water Pollution Prevention 6.4

With our site featuring a substantial amount of water bodies, a rigid Stormwater Pollution Prevention Plan will be implemented. Through an analysis of the 2021 Town of La Plata's Water Quality Report's Maximum Contaminant Level Goals (MCLG), B.R.I.C.K.S. Building Company will perform Total Maximum Daily Load (TMDL) implementation plans in accordance with the Maryland Environmental Service. This plan will outline actions needed to achieve pollutant load reductions, with schedules for monitoring to meet optimal water quality standards and minimize turbidity. Effective inlet controls such as sediment control logs, gravel barriers, and sand or rock bags with silt fences around the downhill boundaries will be implemented during the Starbrooke development. We aim to minimize sedimentation by having a sediment track-out from vehicles exiting the site by maintaining an exit pad made of crushed rock spread over geotextile fabric.

Dust Control 6.5

Superintendents will be dust control certified throughout the life of the project. Keeping the amount of dust under control helps avoid issues caused by dust particles emitted into the atmosphere as a result of construction techniques. During horizontal building, water spray equipment is used to control dust and fine particles. This dust control strategy will frequently be used in conjunction with other management and safety measures.

Construction Quality Control and Quality Assurance 6.6

Starbrooke will provide high-quality, dependable, and luxury homes through various quality control strategies:

Preconstruction Meetings

- Meetings will be with all critical trades to determine readiness and expectations. Chains of command and communication channels will be established.
- All unique project features and requirements will be discussed and clarified to avoid/reduce possible conflicts or delays.
- Budgets and approximate product completion times established by selected finishes and upgrades.

Phase Meetings

- Meetings with trade foremen will be held prior to construction of each phase as well as after completion for evaluation.
- Storage areas and material inspection checklists will be reviewed to assess incoming and any newly-delivered materials.

Weekly Inspections and Project Manager Site Walks

- Weekly walks will be administered to verify work that satisfies our level of quality, specifications, and requirements as an opulent builder.

Punch Lists

- Punch list items are checked routinely until the conclusion of the project by the project manager and project engineer.

Project Management Software

- To mitigate risk, Procore will be used to support communication between managers, superintendents, and foremen.

Quality Assurance 6.7

A comprehensive quality assurance strategy is required to deliver a high-quality, environmentally friendly product that also gives a satisfying and comfortable living experience. A key element of the quality assurance plan is the Procore software, which enables the customer service agents to work directly with business partners by carrying out routine walkthroughs and inspections. Additionally, B.R.I.C.K.S. Building Company will save unnecessary costs and delays by resolving difficulties prior to the building project's completion.

Safety 6.8

Mandatory safety walkarounds will be performed to examine and inspect worksites to minimize safety incidents and maximize labor efficiency. All personnel will be required to adhere to OSHA safety regulations in order to protect their health and wellbeing as well as those of our team. This ensures that our items are delivered on schedule and at a high standard. All of the safety precautions listed below will be implemented during the life of the project. Throughout the duration of the project, PPE (personal protective equipment) such as high visibility vests, hard helmets, fall protection, and safety glasses will be required at all times. Safety be periodically occur and all

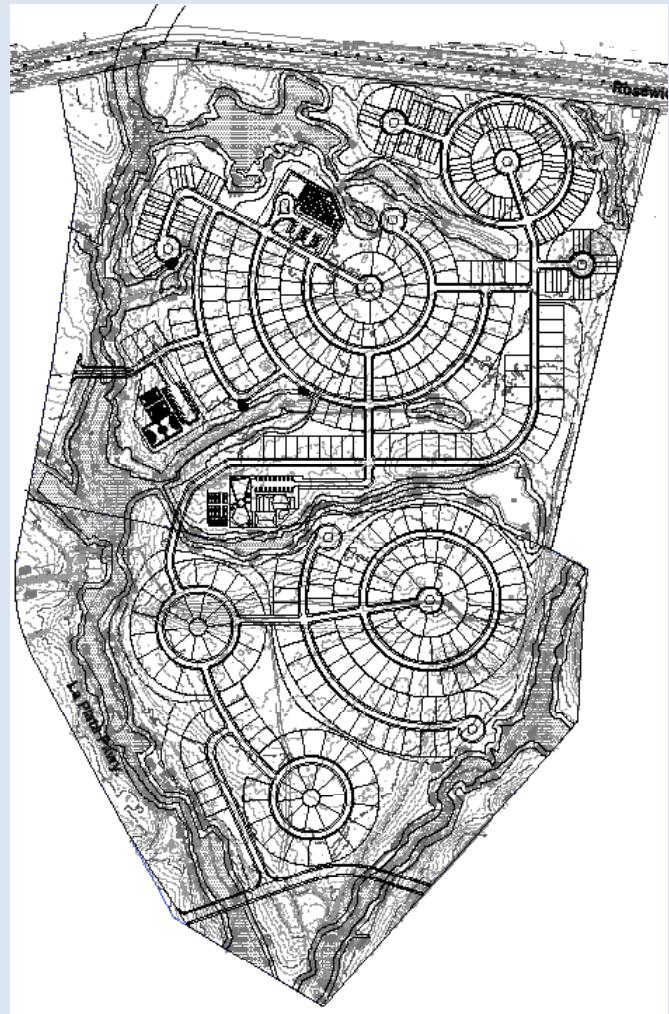
workers will have mandated safety training classes. Replacing faulty components before failure, improves reliability and minimizes safety concerns. With Maryland's frigid winters, indoor warming offices will be implemented to protect workers from the elements. Hazardous conditions will be continuously monitored and mitigation plans will be adopted when necessary.

Logistics, Operations & Maintenance 6.9

To ensure that the building phases are maintaining the desired goals, eliminating potential hazards, and being meticulously planned in order to avoid missed deadlines, Starbrooke will incorporate a variety of logistics, operations, and maintenance solutions. Expenses for operations and maintenance will be taken into account throughout the development stage. Prior to scheduling, all trade partners will be informed of the possibility of a back charge for a lack of cleanliness after job completion. For our logistics, we will commence work in a counterclockwise manner, beginning from the northwest corner of the property, taking into account the deployment of equipment and construction supplies. Construction traffic will enter through the southernmost entrance into landbay C during phases 1 and 2. We will ensure the implementation of the previously mentioned routine maintenance and preventative measures throughout the life of the project.

Site Management 6.10

Material Delivery Maps will be provided to each respective supplier to ensure accessibility to each delivery location. To preserve project efficiency, we'll include the following impromptu amenities: a trailer, portajohns, lighting, and storage locations. In accordance with our exit strategy and risk management plan, we will lessen, correct, offset, limit, or eliminate any unfavorable conditions of the project. With property crime being high in the Town of La Plata, we will create construction site security plans. Our plans will include surveillance systems, adequate lighting after hours, deployment of on-site security personnel, establishing zero-tolerance policies on-site and registering all serial numbers on equipment with local La Plata authorities to preserve proper site security. These requirements and standards will be upheld throughout the entire project by the Project Manager, Project Engineer, and Superintendent.



B.R.I.C.K.S Building Company will continue to uphold our high quality of construction site management.

07

Financial Estimate

ANALYSIS

Financial Introduction 7.1

Three possibilities are presented in this section based on changes in market demand and economic developments that may occur over the project's lifespan. We maintain an Internal Rate of Return ranging from Blank to Blank. Furthermore, B.R.I.C.K.S. Building Company has identified hazards that may hinder development and has developed measures to minimize these risks, which are discussed in the following sections of this chapter.

Financial Summary 7.2

To ensure the profitability and viability of our Starbrooke growing community, B.R.I.C.K.S. Building Company created the following financial and risk evaluations. To assess the viability of our financial models, our finance team examined three potential cash flow scenarios based on changes in consumer preferences and economic growth. These scenarios comprise an optimistic, cautious, and a base sales pace; with our baseline cash flow scenario having an IRR of 22.84%.

Land Acquisition and Development Costs 7.3

B.R.I.C.K.S. Building Company will be purchasing a 200 +/- acre parcel for a total of \$6,000,000

Land Development Budget 7.4

TYPE OF PROJECT: Single Family and Attached Dwellings

Homes in Community: 441 Gross

Acres: 200

Disturbed Acres: 95.00

LF of Street: 20,979

LF of Trail: 11,768

Density: 2.2 Lots/Acre

ASSUMPTIONS:

- 3 Phases of Development, 3 subphases ea.
- 11,768 of trails.
- 20,979 feet of road.
- Tie in to sewer easement on west side of property, anticipated fees to cross power easement included.

Acquisition

Purchase Price	6,000,000
Broker Commission	-

Development Due Diligence

LAND PLANNING/DESIGN	165,750
PRELIMINARY PLATENG	5,000
ALTA SURVEY BOUNDARY	38,500
PHASE I ENVIRONMENTAL REPORT	13,000
PRELIMINARY SOILS INVESTIGATION	24,000
TITLE	5,000
LEGAL	85,000
PRELIMINARY PLAT GOV FEES	357,827
ACQUISITION COST TOTAL	694,077

Land Development

GOVERNMENTAL FEES	15.73%	4,444,386
GENERAL CONSULTING	0.00%	-
MANAGEMENT FEE /LAND DEVELOPMENT BY 3RD PARTY	0.00%	-
PLANNING AND ENGINEERING	3.05%	861,500
EROSION CONTROL	3.59%	1,014,300
CLEARING	2.32%	655,848
GRADING	14.04%	3,969,000
ROCK	1.77%	500,000
DETENTION PONDS	2.43%	686,925
RETAINING WALLS	0.00%	-
SEWER	9.27%	2,619,000
OFFSITES	0.00%	-
STORM	12.81%	3,620,500
WATERLINE	5.91%	1,669,400
CURB / THROATS AND TOPS/CURB DRAIN	3.62%	1,023,828
PAVING	7.99%	2,257,834
UTILITIES	4.04%	1,141,000
LANDSCAPE COMMON AREAS	1.06%	300,000
ENTRANCES	2.32%	656,000
AMENITIES	8.94%	7,484,166
REIMBURSABLES	0.00%	-
MISCELLANEOUS ITEMS	0.00%	-
BONDS AND REPAIRS	0.88%	250,000
HOA	0.23%	65,500
LAND DEVELOPMENT COSTS TOTAL		81,734
CONTINGENCY	10.00%	2,076,515
LAND DEVELOPMENT COSTS TOTAL With Contingency		36,044,899.00

I. Site Work	Quartz	Garnet	Onyx	Emerald	Jasper	Obsidian	Opal-TH	Citrine-TH	Jade- TH	Amethyst- TH
A. Building Permit Fees	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00	\$8,639.00
B. Impact Fee	\$3,675.75	\$3,887.00	\$4,225.00	\$4,630.60	\$5,070.00	\$5,408.00	\$2,616.25	\$2,728.38	\$2,952.63	\$3,064.75
C. Water and Sewer Fees Inspection	\$4,241.25	\$4,485.00	\$4,875.00	\$5,343.00	\$5,850.00	\$6,240.00	\$3,018.75	\$3,148.13	\$3,406.88	\$3,536.25
D. Architecture, Engineering	\$4,241.25	\$4,485.00	\$4,875.00	\$5,343.00	\$5,850.00	\$6,240.00	\$3,018.75	\$3,148.13	\$3,406.88	\$3,536.25
E. Other	\$565.60	\$598.00	\$650.00	\$712.40	\$780.00	\$832.00	\$402.50	\$419.75	\$454.25	\$471.50
II. Foundations										
F. Excavation, Foundation, Concrete, Retaining Walls, and Backfill	\$31,950.75	\$33,787.00	\$36,725.00	\$40,250.60	\$44,070.00	\$47,008.00	\$22,741.25	\$23,715.88	\$25,665.13	\$26,639.75
G. Other	\$1,413.75	\$1,495.00	\$1,625.00	\$1,781.00	\$1,950.00	\$2,080.00	\$1,006.25	\$1,049.38	\$1,135.63	\$1,178.75
III. Framing										
H. Framing (including roof)	\$39,302.25	\$41,561.00	\$45,175.00	\$49,511.80	\$54,210.00	\$57,824.00	\$27,973.75	\$29,172.63	\$31,570.38	\$32,769.25
I. Trusses (if not included above)	\$5,937.75	\$6,279.00	\$6,825.00	\$7,480.20	\$8,190.00	\$8,736.00	\$4,226.25	\$4,407.38	\$4,769.63	\$4,950.75
J. Sheathing (if not included above)	\$3,110.25	\$3,289.00	\$3,575.00	\$3,918.20	\$4,290.00	\$4,576.00	\$805.00	\$2,308.63	\$2,498.38	\$2,593.25
K. General Metal, Steel	\$1,131.00	\$1,196.00	\$1,300.00	\$1,424.80	\$1,560.00	\$1,664.00	\$805.00	\$839.50	\$908.50	\$943.00
L. Other	\$1,131.00	\$1,196.00	\$1,300.00	\$1,424.80	\$1,560.00	\$1,664.00	\$805.00	\$839.50	\$908.50	\$943.00
IV. Exterior Finishes										
M. Exterior Wall Finish	\$19,509.75	\$20,631.00	\$22,425.00	\$24,577.80	\$26,910.00	\$28,704.00	\$13,886.25	\$14,481.38	\$15,671.63	\$16,266.75
N. Roofing	\$9,613.50	\$10,166.00	\$11,050.00	\$12,110.80	\$13,260.00	\$14,144.00	\$6,842.50	\$8,395.00	\$7,722.25	\$8,015.50
O. Windows and Doors (including garage door)	\$11,310.00	\$11,960.00	\$13,000.00	\$14,248.00	\$15,600.00	\$16,640.00	\$8,050.00	\$8,395.00	\$9,085.00	\$9,430.00
P. Other	\$1,131.00	\$1,196.00	\$1,300.00	\$1,424.80	\$1,560.00	\$1,664.00	\$805.00	\$839.50	\$908.50	\$943.00
V. Major Systems Rough-ins										
Q. Plumbing (except fixtures)	\$14,137.50	\$14,950.00	\$16,250.00	\$17,810.00	\$19,500.00	\$20,800.00	\$10,062.50	\$10,493.75	\$11,356.25	\$11,787.50
R. Electrical (except fixtures)	\$13,289.25	\$14,053.00	\$15,275.00	\$16,741.40	\$18,330.00	\$19,552.00	\$9,458.75	\$9,864.13	\$10,674.88	\$11,080.25
S. HVAC	\$13,572.00	\$14,352.00	\$15,600.00	\$17,097.60	\$18,720.00	\$19,968.00	\$9,660.00	\$10,074.00	\$10,902.00	\$11,316.00
T. Other	\$1,131.00	\$1,196.00	\$1,300.00	\$1,424.80	\$1,560.00	\$1,664.00	\$805.00	\$839.50	\$908.50	\$943.00
VI. Interior Trims, Doors and Mirrors										
U. Insulation	\$4,806.75	\$5,083.00	\$5,525.00	\$6,055.40	\$6,630.00	\$7,072.00	\$7,245.00	\$3,567.88	\$3,861.13	\$4,007.75
V. Drywall	\$10,179.00	\$10,764.00	\$11,700.00	\$12,823.20	\$14,040.00	\$14,976.00	\$7,245.00	\$7,555.50	\$8,176.50	\$8,487.00
W. Interior Trims, Doors, and Mirrors	\$10,179.00	\$10,764.00	\$11,700.00	\$12,823.20	\$14,040.00	\$14,976.00	\$7,245.00	\$7,555.50	\$8,176.50	\$8,487.00
X. Painting	\$7,917.00	\$8,372.00	\$9,100.00	\$9,973.60	\$10,920.00	\$11,648.00	\$5,635.00	\$5,876.50	\$6,359.50	\$6,601.00
Y. Lighting	\$3,393.00	\$3,588.00	\$3,900.00	\$4,274.40	\$4,680.00	\$4,992.00	\$2,415.00	\$2,518.50	\$2,725.50	\$2,829.00
Z. Cabinets, Countertops	\$18,661.50	\$19,734.00	\$21,450.00	\$23,509.20	\$25,740.00	\$27,456.00	\$13,282.50	\$13,851.75	\$14,990.25	\$15,559.50
AA. Appliances	\$4,524.00	\$4,784.00	\$5,200.00	\$5,699.20	\$6,240.00	\$6,656.00	\$3,220.00	\$3,358.00	\$3,634.00	\$3,772.00
AB. Flooring	\$11,310.00	\$11,960.00	\$13,000.00	\$14,248.00	\$15,600.00	\$16,640.00	\$8,050.00	\$8,395.00	\$9,085.00	\$9,430.00
AC. Plumbing Fixtures	\$3,958.50	\$4,186.00	\$4,550.00	\$4,986.80	\$5,460.00	\$5,824.00	\$2,817.50	\$2,938.25	\$3,179.75	\$3,300.50
AD. Fireplace	\$1,696.50	\$1,794.00	\$1,950.00	\$2,137.20	\$2,340.00	\$2,496.00	\$1,207.50	\$1,259.25	\$1,362.75	\$1,414.50
AE. Other	\$1,131.00	\$1,196.00	\$1,300.00	\$1,424.80	\$1,560.00	\$1,664.00	\$805.00	\$839.50	\$908.50	\$943.00
VII. Final Steps										
AF. Landscaping	\$6,220.50	\$6,578.00	\$7,150.00	\$7,836.40	\$8,580.00	\$9,152.00	\$4,427.50	\$4,617.25	\$4,996.75	\$5,186.50
AG. Outdoor Structures (deck, patio, porches)	\$3,393.00	\$3,588.00	\$3,900.00	\$4,274.40	\$4,680.00	\$4,992.00	\$2,415.00	\$2,518.50	\$2,725.50	\$2,829.00
AH. Driveway	\$6,220.50	\$6,578.00	\$7,150.00	\$7,836.40	\$8,580.00	\$9,152.00	\$4,427.50	\$4,617.25	\$4,996.75	\$5,186.50
AI. Clean Up	\$3,393.00	\$3,588.00	\$3,900.00	\$4,274.40	\$4,680.00	\$4,992.00	\$2,415.00	\$2,518.50	\$2,725.50	\$2,829.00
AJ. Other	\$565.60	\$598.00	\$650.00	\$712.40	\$780.00	\$832.00	\$402.50	\$419.75	\$454.25	\$471.50
VIII. Other										
TOTAL COST	\$286,582.25	\$302,556.00	328,114.00	\$358,783.60	\$392,009.00	\$417,567.00	\$206,467.75	\$214,946.13	\$228,988.25	\$240,381.25
SOFT COSTS	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00	\$96,914.00
Personnel	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74	\$3,9595.74
Marketing	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86	\$5,321.86
TOTAL COST (WITH SOFT COSTS)	\$392,768.85	\$408,742.60	\$434,300.60	\$464,970.20	\$498,195.00	\$523,753.60	\$312,654.35	\$321,132.72	\$334,174.85	\$346,567.85
ANTICIPATED SALES PRICE OF HOME	\$517,990.00	\$543,990.00	\$559,990.00	\$573,990.00	\$588,990.00	\$629,990.00	\$378,990.00	\$393,990.00	\$409,990.00	\$424,990.00

Projected Profit on Home Construction **\$125,221.15** **\$135,247.40** **\$125,689.40** **\$109,019.80** **\$90,794.40** **\$106,236.40** **\$66,335.65** **\$72,857.28** **\$74,815.15** **\$78,422.15**

Project Estimate 7.6

Other Data:	
Non-sterile/sterile	10
Non-sterile/sterile known	5
Capillary-venous	75%
Non-sterile/sterile	0.180%

08 Schedule ANALYSIS

The B.R.I.C.K.S Building Company aims to purchase 200 +/- acres of land on March 1, 2023. Once the contract is closed with due diligence, land development will launch on March 16, 2023, and will continue throughout the three phases, projected to end May 22, 2031.

Including the duration of home construction and sales, phase one will take 1569 days **3/2/2023 through 3/6/2029**. Phase two will take 1452 days **6/25/2026 through 1/16/2031**. Phase three will take 590 days **12/5/2028 through 3/10/31**.

Our schedule is designed for the B.R.I.C.K.S Building Company's construction crew to have a five-day workweek to help achieve projected end dates for each of our phases.

The building of model homes in each phase will begin at the appointed period for home construction, which corresponds to each phase one through three. After closing on March 1, 2023, phase one will commence with home presales on March 2, 2023, followed by land development after mobilization on March 16, 2023. To avoid serious delays, we prepared for the ever-increasing labor shortages during the scheduled presales in phase one by purchasing lumber, window, door, and appliance packages in advance. We want to complete four homes each month by collaborating with three workers on foundation, framing, MEPs, and drywall. To mitigate risks on the land development side, we plan to order our in-ground inventory before the completion of each phase to account for potential delays and price fluctuations. In this current market, we sectioned the phasing for our development down to nine smaller phases (1A - C, 2A - C & 3A - C) to mitigate having an abundance of inventory and materials related to larger phasing developments.

Project Milestones 8.2

B.R.I.C.K.S Building Company outlined important dates during the duration of the project in figure below. These dates **exclude** the time of home sales for each phase.

Task List	Start Date	Finish Date
Project Duration	9/30/2021	1/16/2032
Closings		3/1/2023
Mobilization		3/2/2023
Phase 1 Begins		3/2/2023
Ground Work	3/16/2023	7/29/2024
Roadwork	5/22/2024	10/3/2024
Amenity Center	1/30/2029	8/6/2029
SFD Construction	4/23/2025	3/6/2029
Phase 1 Completes		3/6/2029
Phase 2 Begins		4/23/2025
Ground Work	4/23/2025	7/23/2026
Roadwork	5/25/2026	9/23/2026
Amenities	3/8/2027	7/2/2027
SFD Construction	3/8/27	12/22/2028
TH Construction	3/8/2027	1/16/2031
Phase 2 Completes		1/26/2031
Phase 3 Begins		3/8/2027
Ground Work	3/8/2027	5/11/2028
Roadwork	3/28/2028	7/5/2028
Community Garden	1/16/2029	3/19/2029
Recreation Field	2/1/2029	4/4/2029
SFD Construction	12/5/2028	3/10/2031
TH Construction	12/5/2028	9/23/30
Phase 3 Completes		3/10/2031
Project Closeout		5/22/2031

Product Schedules 8.3

While developing the product schedule, B.R.I.C.K.S Building Company took multiple factors into consideration. These factors include labor shortages, material shortages and covid restrictions. Additional float time was added to each scheduling task to accommodate these issues. Based on these considerations, the product schedule days are constructed as follows:

Quartz will take 121 days.

Garnet will take 125 days.

Onyx will take 130 days.

Emerald will take 134 days.

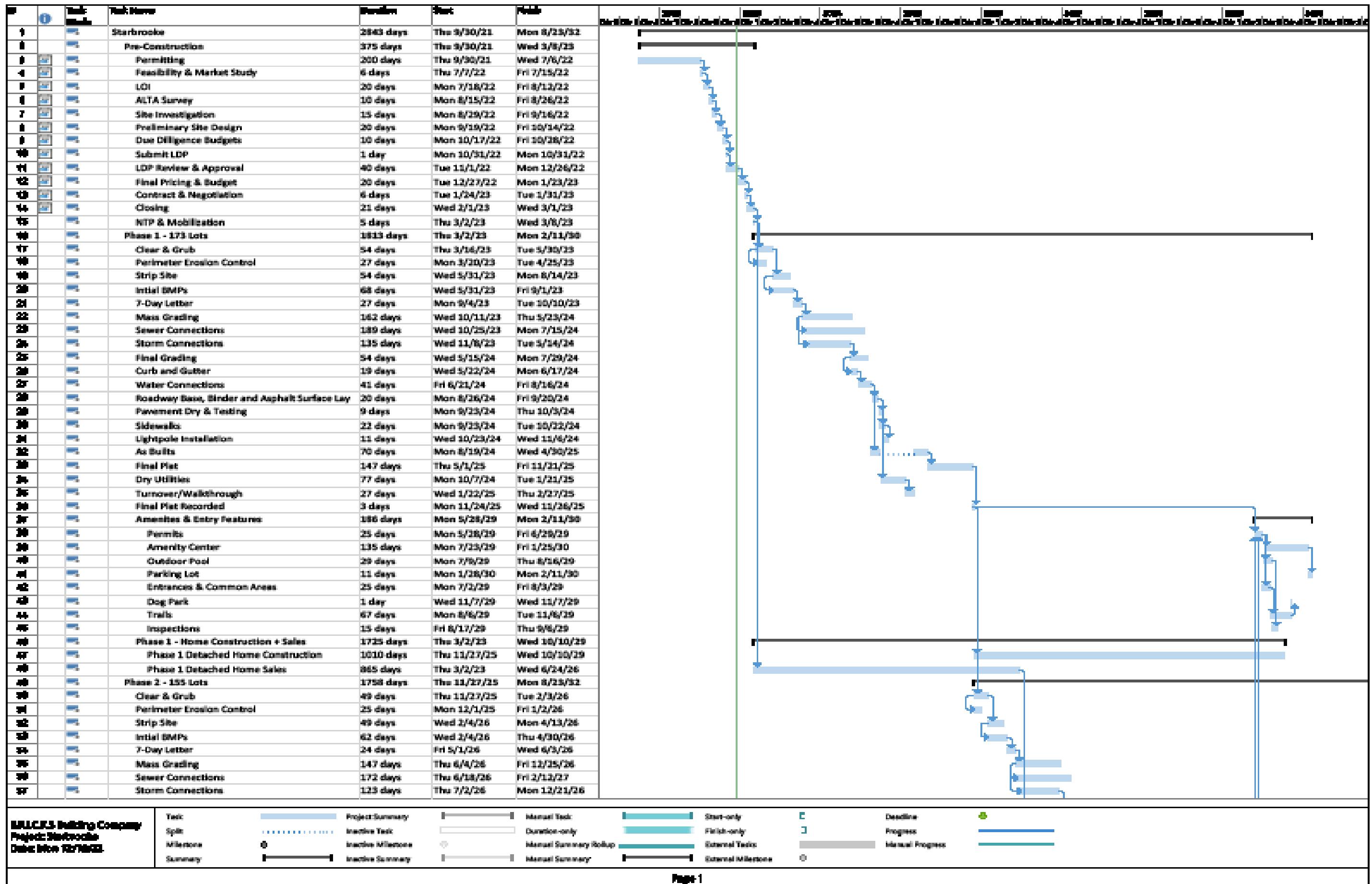
Jasper will take 140 days.

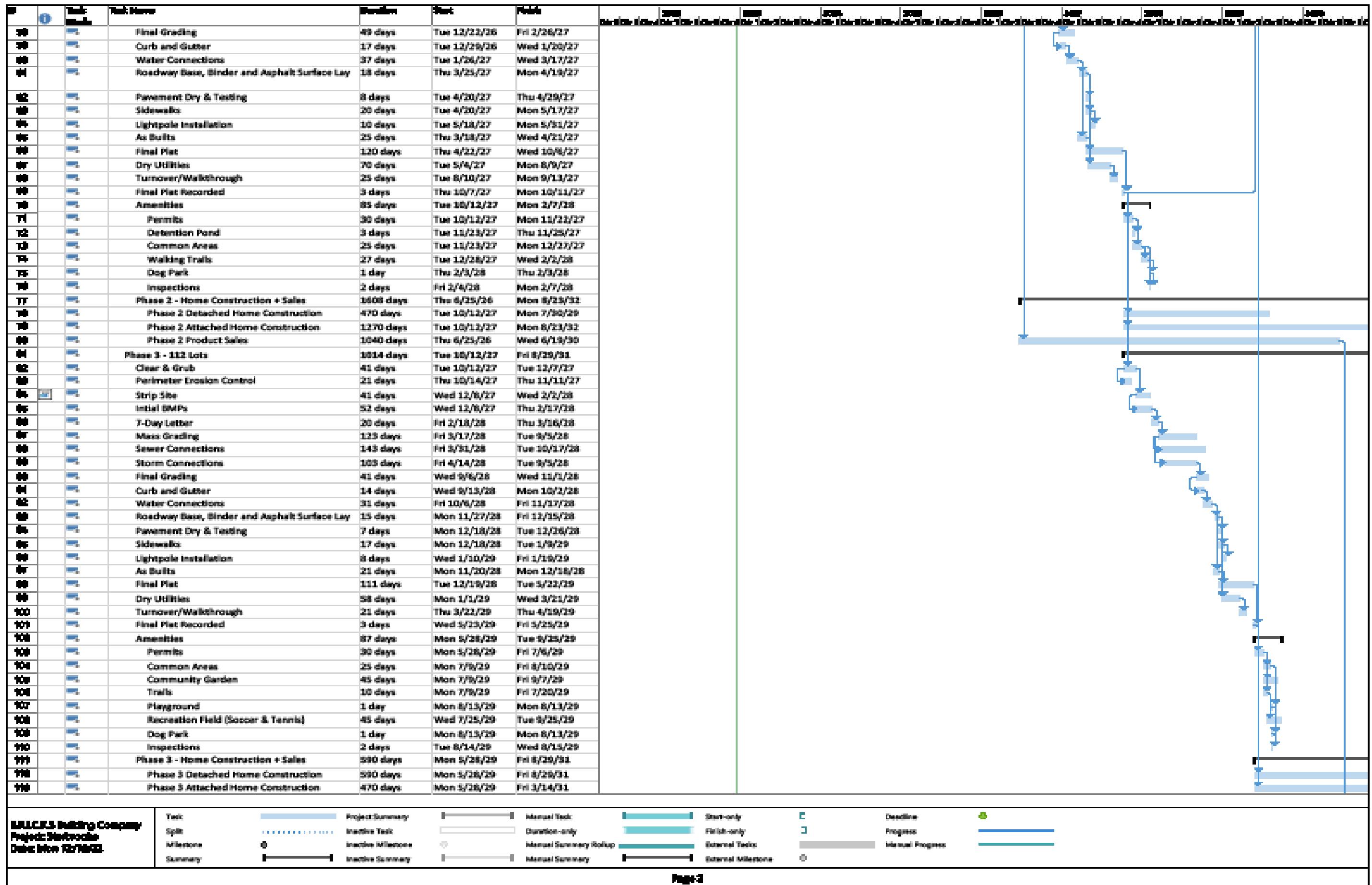
Obsidian will take 145 days.

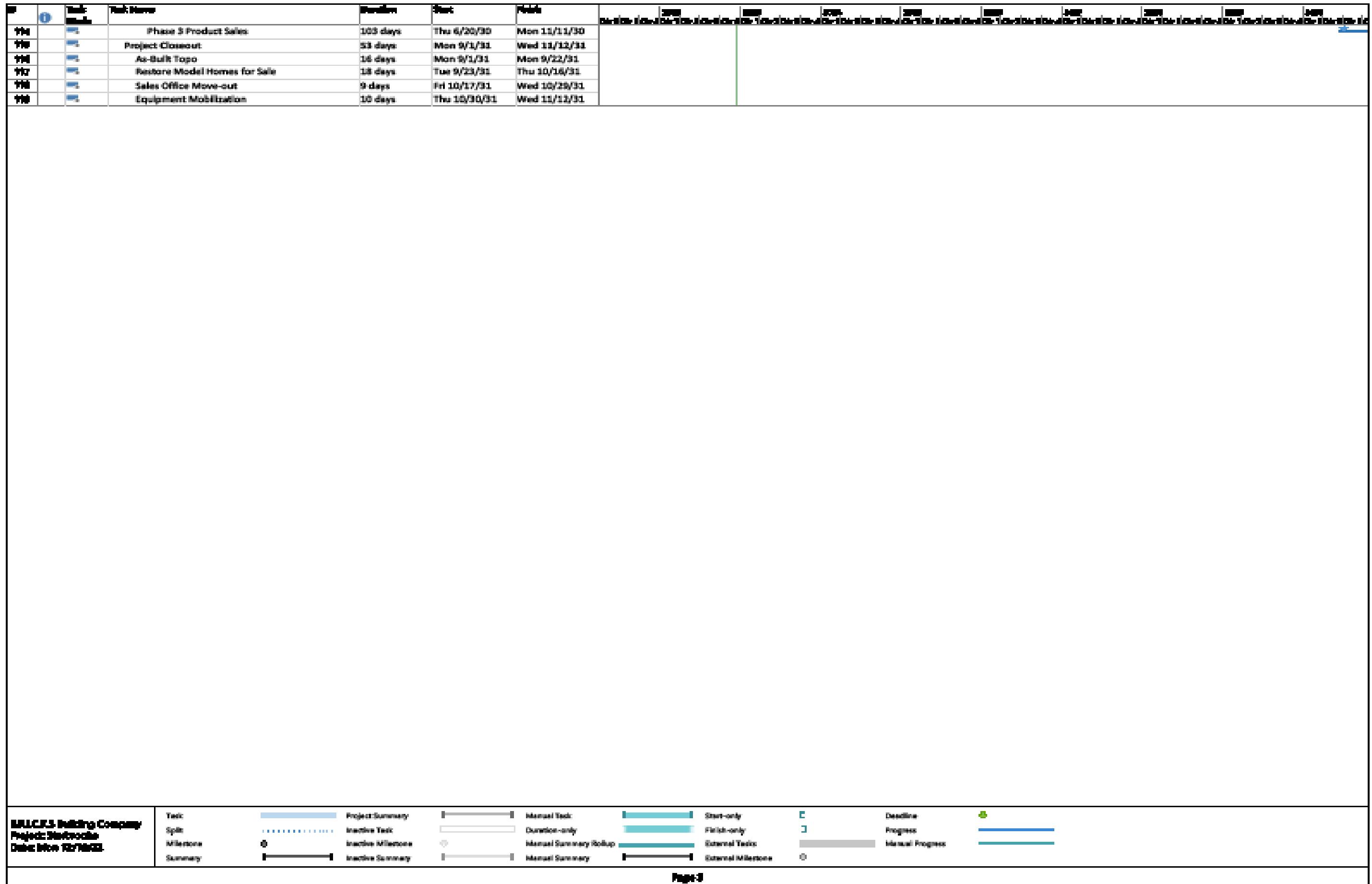
3-Unit Rowhouse will take 209 days.

4-Unit Rowhouse will take 230 days.

Task Name	Quartz	Garnet	Onyx	Emerald	Jasper	Obsidian	Duration	Duration
	Duration	Duration	Duration	Duration	Duration	Duration		
Stake Lot	1day	1day	1day	1day	1day	1day	2 days	2 days
Grade Lot	3 days	5 days	5 days					
Footings and Form	4 days	4 days						
Footings and Form Inspection	1 day	2 days	2 days					
MEP In-Ground	4 days	4 days	4 days	4 days	5 days	6 days	10 days	7 days
Underground Inspection	1 day	2 days	2 days					
Slab Prep and Pour	1 day	2 days	2 days					
Slab Cure	8 days	9 days	9 days	10 days	11 days	12 days	22 days	17 days
Slab Inspection	1 day	2 day	2 days					
Framing	7 days	8 days	9 days	10 days	10 days	12 days	18 days	16 days
B.R.I.C.K.S Inspection	1 day	2 days	2 days					
Framing Inspection	1 day	2 days	2 days					
Roofing	6 days	11 days	9 days					
Housewrap	7 days	11 days	11 days					
Doors and Windows	4 days	7 days	6 days					
Siding and Meter Blocks	3 days	3 days	4 days	4 days	4 days	4 days	7 days	6 days
Brick Lay	9 days	9 days	10 days	11 days	13 days	13 days	19 days	16 days
Exterior Paint	6 days	6 days	7 days	7 days	7 days	8 days	11 days	9 days
MEP Rough-In	5 day	6 days	2 days	2 days	2 days	2 days	11 days	11 days
B.R.I.C.K.S Inspection	3 days	3 days	3 days	4 days	5 days	5 days	2 days	2 days
MEP Inspection	1 day	1 day	1 day	1 day	2 days	2 days	2 days	2 days
Insulation	8 days	9 days	10 days	11 days	12 days	12 days	9 days	6 days
B.R.I.C.K.S Inspection	3 days	2 days	2 days					
Insulation Inspection	2 days	2 days						
Drywall	3 days	3 days	3 days	4 days	4 days	5 days	18 days	15 days
Prime Paint	3 days	3 days	4 days	4 days	5 days	5 days	9 days	6 days
Prime Point-Up	2 days	2 days	3 days	3 days	3 days	3 days	2 days	2 days
Cabinet Installation	2 days	2 days	2 days	3 days	3 days	3 days	5 days	4 days
Countertop Installation	3 days	3 days	3 days	4 days	4 days	5 days	5 days	4 days
Interior Trim	1 day	10 days	7 days					
Paint Trim + First Coat	3 days	3 days						
Flooring	2 days	2 days	3 days	3 days	3 days	3 days	10 days	9 days
Mirrors and Shelves	2 days	2 days	2 days	3 days	3 days	3 days	2 days	2 days
Ceiling Insulation	1 day	2 days	2 days					
Rough Clean	1 day	3 days	3 days					
HVAC Trim	1 day	4 days	3 days					
Electrical Trim	2 days	2 days	2 days	2 days	3 days	3 days	5 days	5 days
Plumbing Set-Out	2 days	2 days	2 days	3 days	3 days	3 days	5 days	3 days
B.R.I.C.K.S Inspection	1 day	2 days	2 days					
HVAC Inspection	2 days	3 day	2 days					
Electrical Trim Inspection	1 day	3 day	2 days					
Plumbing Trim Inspection	1 day	3 day	2 days					
Appliance Installation	3 days	2 days	2 days					
Drywall Touch-Up	2 days	4 days	3 days					
Final Paint	3 days	5 days	5 days					
Carpet	2 days	5 days	3 days					
Final Grading	2 days	4 days	3 days					
Flatwork	2 days	5 days	4 days					
Landscaping	2 days	4 days	4 days					
B.R.I.C.K.S Punch	2 days	5 days	4 days					
B.R.I.C.K.S Walkthrough	1 day	3 days	2 days					
Manager Acceptance	2 days	4 days	3 days					
Final Clean	2 days	3 days	3 days					
Owner Acceptance and Punch	2 days	4 days	4 days					
Total Duration	121 days	125 days	130 days	134 days	140 days	145 days	Total Duration	230 days







09 Financial & Risk ANALYSIS

Purchase Price 9.1

The acquisition price for the 200-acre lot is \$6,000,000. The price was obtained using the sale comparison method by averaging the cost per square foot of surrounding properties sold in the previous six months. Assuming all data remains stable, we can buy the home for \$6 million and expect a 22.84% return.

Risk Mitigation 9.2

With the site's information on Phase 1's environmental and geographic studies being limited, B.R.I.C.K.S Building Company took the initiative to include the cost of studies in the budget and have discussed bidding on the job as unclassified to mitigate some risks. During the site design phase all potential hazards have been identified. One of the major hazards that had to be researched was the large presence of wetlands that exist on our site. There will be a 25-foot buffer around all wetland areas to improve water quality by reducing the severity of soil erosion and removing a variety of pollutants from stormwater.

Absorption 9.3

Large developments have already been popularized by rivals like Lennar, Quality Built Homes, and Westbrooke Homes in La Plata. The number of units in each sequence may be changed in order to fulfill the goal of quick resident turnover without delaying any phase. By creating eight units per month, buyers will be able to start construction as soon as they choose one of our 10 floor plan alternatives, reducing risks. The number of units in each sequence will be reevaluated prior to the start of each phase in order to maintain the absorption rate of 3 homes per month in the low market, 4 in the base market, and 5 in the high market. These

pricing were designed with our competitors in mind, and we believe that our site's features, design, and layout will draw prospective homebuyers.

Cost Escalation 9.4

Emerging from the remnants of Covid-19 the long-lasting inflation recovering from supply chain and labor shortages. Experiencing scarcity, contractors found it difficult to locate vital materials like sand, cement, lumber, and bricks. The cost of lumber has dramatically climbed since it first started to rise from the start of Covid but has subsided to 397 board feet as of December 14th 2022. We have also factored in our annual escalation and predicted our costs at \$115-\$130 per square foot.

Labor Availability 9.5

Although the unemployment rate in La Plata is at 5.9%, the town has seen a healthy job market increase with a rate of 8.45% over the last year. With that rate steadily increasing the construction workforce sector has decreased by 3.14%. With Covid-19 restrictions gradually becoming less strict over the course of the year, we predict that there will be more labor availability in the coming months.

Legal Risk 9.6

As a preventative measure for legal issues, the contract will specify the duties and responsibilities of the owner and designated contractor. Furthermore, the contract will detail standard procedures, allocation of clauses, terms and conditions, use of insurance, and resolving claims and disputes. Other legal issues are detailed in the contract as well, such as inflation, interest rate, exchange rate, risk, liquidity risk, and prices.

Assumptions 9.7

Absorption

We anticipate a continuance of material and labor shortage as Covid-19 has had a significant impact on these areas going into 2023. We are predicting to absorb anywhere between three to five homes a month depending on the market. Breaking the market into three sectors, with three homes a month on the down market, four on the base market, and five in a high market demand. We expect an annual sale of 3 homes per year in the down market, a base of 4 homes, with a peak at 5 homes within the high market. Figures from the supply and demand from the various application areas are combined with the market trends as well as predictions to reach these estimated figures.

Market Recovery RISK: High

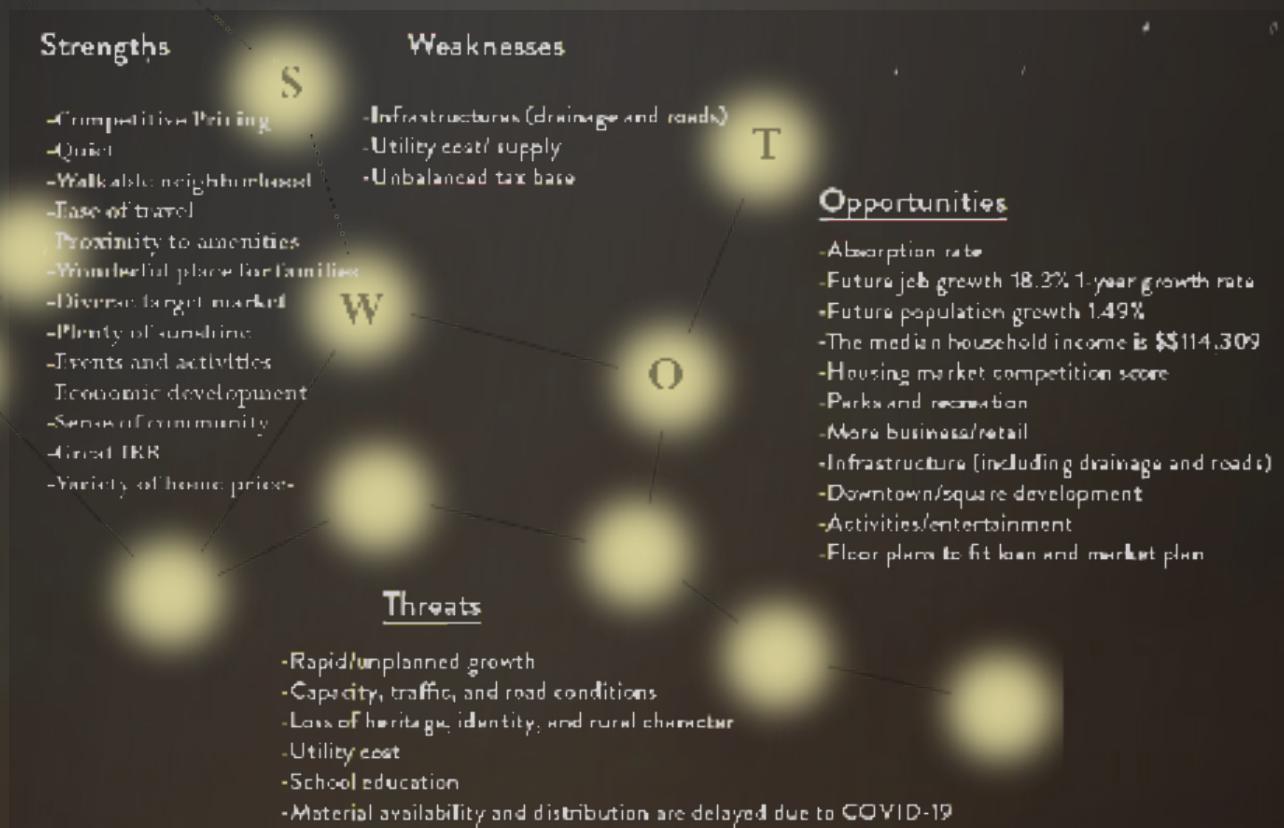
Exit Strategy Risk Analysis

We anticipate a steady market in the Town of La Plata area, but in the event that the market fluctuates we plan to sell off the remaining lots and/or rent the proposed townhouses for capital. This strategy will be evaluated after the completion of phase one.

Lot Sales RISK: High

Our cash flow is expected to break even in September 2023, and B.R.I.C.K.S. Building Company's cumulative cash flow is expected to break even in April 2028. Nevertheless, cash flow will be limited throughout the project. B.R.I.C.K.S. Building Company will sell individual lots when they are finished to reduce this risk. For a premium cost, residents will be able to select larger lots with a downsized square footage.

SWOT Analysis 9.8



Building Construction Costs 9.9

B.R.I.C.K.S. Building Company has determined building construction costs for our nine beautiful house plans. This table displays our average construction cost per square foot of each of our homes. The sale price and sales cost per square foot are representative of our market analysis and cover all our costs associated with home construction.

Product Purchase Price

Model	# of Unit	Purchase Price	Square Feet	Construction Cost per Square Foot
Quartz	55	\$517,990.00	2175	\$130
Garnet	55	\$543,990.00	2300	\$130
Onyx	62	\$559,990.00	2500	\$130
Emerald	62	\$573,990.00	2740	\$130
Jasper	46	\$588,990.00	3000	\$130
Obsidian	47	\$629,990.00	3200	\$130
Opal -TH	26	\$378,990.00	1750	\$115
Citrine -TH	25	\$393,990.00	1825	\$115
Jade - TH	30	\$409,990.00	1975	\$115
Amethyst -TH	33	\$424,990.00	2050	\$115

Return on Investment 9.10

With the factors previously discussed in the financial section, Starbrooke can achieve an IRR of 22.84% and a total sales revenue of \$196,506,068 by the completion of August 2032. B.R.I.C.K.S. Building Company has also predicted the outcome of a low sales market as well as the high sales market price.

Market	IRR
Conservative Market	10.46%
Base Market	22.84%
Optimistic Market	26.73%

Base Cash Flow Scenario 9.11

Our base cash flow scenario was found by our most likely sales pace of 12 starts per quarter or 4 starts per month. Although this scenario is more conservative, it's our most realistic scenario when considering our market analysis of the risks and possibilities with home supply and demand.

Base Scenario- Financial Summary

Land Purchase Price	\$6,000,000.00
Site Developement	\$35,254,810
Sales Per Month	4
Commissions	\$6,356,382.00
Gross Sales Revenue	\$196,506,068
Closing Cost	\$5,423,000
Marketing	\$2,294,158.00

Alternative Cash Flow Scenario 9.12

B.R.I.C.K.S Building Company has developed a variety of scenarios based on possible fluctuations in the financial and economic market. The three scenarios that will be highlighted include an optimistic cash flow scenario, a base cash flow scenario, and a conservative cash flow scenario.

Optimistic Scenario

Our more optimistic scenario was found with a sales pace of 15 starts per quarter or 5 per month. This scenario brings a 26.73% IRR, a total sales revenue of \$192,828,147.00 with a new completion date of December, 2030.

Optimistic Scenario - Financial Summary

Land Purchase Price	\$6,000,000.00
Site Development	\$35,254,810.00
Sales per Month	5
Commissions	\$6,521,452.00
Gross Sales Revenue	\$192,828,147
Closing Costs	\$5,321,500.00
Marketing	\$1,781,565.00

Conservative Scenario

The conservative approach is determined by a sales pace of 3 homes per month, and with this approach, the completion date would be moved back until November, 2031. The table below displays the limitations and assumptions for our conservative scenario in the event of a low market pace.

Conservative Scenario - Financial Summary

Land Purchase Price	\$6,000,000.00
Site Development	\$35,254,810.00
Sales per Month	3
Commissions	\$5,127,212.00
Gross Sales Revenue	\$158,150,605.00
Closing Costs	\$4,364,235.00
Marketing	\$2,123,235.00

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 | 101 | 102 | 103 | 104 | 105 | 106 | 107 | 108 | 109 | 110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 | 121 | 122 | 123 | 124 | 125 | 126 | 127 | 128 | 129 | 130 | 131 | 132 | 133 | 134 | 135 | 136 | 137 | 138 | 139 | 140 | 141 | 142 | 143 | 144 | 145 | 146 | 147 | 148 | 149 | 150 | 151 | 152 | 153 | 154 | 155 | 156 | 157 | 158 | 159 | 160 | 161 | 162 | 163 | 164 | 165 | 166 | 167 | 168 | 169 | 170 | 171 | 172 | 173 | 174 | 175 | 176 | 177 | 178 | 179 | 180 | 181 | 182 | 183 | 184 | 185 | 186 | 187 | 188 | 189 | 190 | 191 | 192 | 193 | 194 | 195 | 196 | 197 | 198 | 199 | 200 | 201 | 202 | 203 | 204 | 205 | 206 | 207 | 208 | 209 | 210 | 211 | 212 | 213 | 214 | 215 | 216 | 217 | 218 | 219 | 220 | 221 | 222 | 223 | 224 | 225 | 226 | 227 | 228 | 229 | 230 | 231 | 232 | 233 | 234 | 235 | 236 | 237 | 238 | 239 | 240 | 241 | 242 | 243 | 244 | 245 | 246 | 247 | 248 | 249 | 250 | 251 | 252 | 253 | 254 | 255 | 256 | 257 | 258 | 259 | 260 | 261 | 262 | 263 | 264 | 265 | 266 | 267 | 268 | 269 | 270 | 271 | 272 | 273 | 274 | 275 | 276 | 277 | 278 | 279 | 280 | 281 | 282 | 283 | 284 | 285 | 286 | 287 | 288 | 289 | 290 | 291 | 292 | 293 | 294 | 295 | 296 | 297 | 298 | 299 | 300 | 301 | 302 | 303 | 304 | 305 | 306 | 307 | 308 | 309 | 310 | 311 | 312 | 313 | 314 | 315 | 316 | 317 | 318 | 319 | 320 | 321 | 322 | 323 | 324 | 325 | 326 | 327 | 328 | 329 | 330 | 331 | 332 | 333 | 334 | 335 | 336 | 337 | 338 | 339 | 340 | 341 | 342 | 343 | 344 | 345 | 346 | 347 | 348 | 349 | 350 | 351 | 352 | 353 | 354 | 355 | 356 | 357 | 358 | 359 | 360 | 361 | 362 | 363 | 364 | 365 | 366 | 367 | 368 | 369 | 370 | 371 | 372 | 373 | 374 | 375 | 376 | 377 | 378 | 379 | 380 | 381 | 382 | 383 | 384 | 385 | 386 | 387 | 388 | 389 | 390 | 391 | 392 | 393 | 394 | 395 | 396 | 397 | 398 | 399 | 400 | 401 | 402 | 403 | 404 | 405 | 406 | 407 | 408 | 409 | 410 | 411 | 412 | 413 | 414 | 415 | 416 | 417 | 418 | 419 | 420 | 421 | 422 | 423 | 424 | 425 | 426 | 427 | 428 | 429 | 430 | 431 | 432 | 433 | 434 | 435 | 436 | 437 | 438 | 439 | 440 | 441 | 442 | 443 | 444 | 445 | 446 | 447 | 448 | 449 | 450 | 451 | 452 | 453 | 454 | 455 | 456 | 457 | 458 | 459 | 460 | 461 | 462 | 463 | 464 | 465 | 466 | 467 | 468 | 469 | 470 | 471 | 472 | 473 | 474 | 475 | 476 | 477 | 478 | 479 | 480 | 481 | 482 | 483 | 484 | 485 | 486 | 487 | 488 | 489 | 490 | 491 | 492 | 493 | 494 | 495 | 496 | 497 | 498 | 499 | 500 | 501 | 502 | 503 | 504 | 505 | 506 | 507 | 508 | 509 | 510 | 511 | 512 | 513 | 514 | 515 | 516 | 517 | 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| 685 | 686 | 687 | 688 | 689 | 690 | 691 | 692 | 693 | 694 | 695 | 696 | 697 | 698 | 699 | 700 | 701 | 702 | 703 | 704 | 705 | 706 | 707 | 708 | 709 | 710 | 711 | 712 | 713 | 714 | 715 | 716 | 717 | 718 | 719 | 720 | 721 | 722 | 723 | 724 | 725 | 726 | 727 | 728 | 729 | 730 | 731 | 732 | 733 | 734 | 735 | 736 | 737 | 738 | 739 | 740 | 741 | 742 | 743 | 744 | 745 | 746 | 747 | 748 | 749 | 750 | 751 | 752 | 753 | 754 | 755 | 756 | 757 | 758 | 759 | 760 | 761 | 762 | 763 | 764 | 765 | 766 | 767 | 768 | 769 | 770 | 771 | 772 | 773 | 774 | 775 | 776 | 777 | 778 | 779 | 780 | 781 | 782 | 783 | 784 | 785 | 786 | 787 | 788 | 789 | 790 | 791 | 792 | 793 | 794 | 795 | 796 | 797 | 798 | 799 | 800 | 801 | 802 | 803 | 804 | 805 | 806 | 807 | 808 | 809 | 810 | 811 | 812 | 813 | 814 | 815 | 816 | 817 | 818 | 819 | 820 | 821 | 822 | 823 | 824 | 825 | 826 | 827 | 828 | 829 | 830 | 831 | 832 | 833 | 834 | 835 | 836 | 837 | 838 | 839 | 840 | 841 | 842 | 843 | 844 | 845 | 846 | 847 | 848 | 849 | 850 | 851 | 852 | 853 | 854 | 855 | 856 | 857 | 858 | 859 | 860 | 861 | 862 | 863 | 864 | 865 | 866 | 867 | 868 | 869 | 870 | 871 | 872 | 873 | 874 | 875 | 876 | 877 | 878 | 879 | 880 | 881 | 882 | 883 | 884 | 885 | 886 | 887 | 888 | 889 | 880 | 881 | 882 | 883 | 884 | 885 | 886 | 887 | 888 | 889 | 890 | 891 | 892 | 893 | 894 | 895 | 896 | 897 | 898 | 899 | 900 | 901 | 902 | 903 | 904 | 905 | 906 | 907 | 908 | 909 | 910 | 911 | 912 | 913 | 914 | 915 | 916 | 917 | 918 | 919 | 920 | 921 | 922 | 923 | 924 | 925 | 926 | 927 | 928 | 929 | 930 | 931 | 932 | 933 | 934 | 935 | 936 | 937 | 938 | 939 | 940 | 941 | 942 | 943 | 944 | 945 | 946 | 947 | 948 | 949 | 950 | 951 | 952 | 953 | 954 | 955 | 956 | 957 | 958 | 959 | 960 | 961 | 962 | 963 |<
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Category	Item Description	Quantity	Unit Price	Line Total
1	1	1	\$10.00	\$10.00
2	2	1	\$10.00	\$10.00
3	3	1	\$10.00	\$10.00
4	4	1	\$10.00	\$10.00
5	5	1	\$10.00	\$10.00
6	6	1	\$10.00	\$10.00
7	7	1	\$10.00	\$10.00
8	8	1	\$10.00	\$10.00
9	9	1	\$10.00	\$10.00
10	10	1	\$10.00	\$10.00
11	11	1	\$10.00	\$10.00
12	12	1	\$10.00	\$10.00
13	13	1	\$10.00	\$10.00
14	14	1	\$10.00	\$10.00
15	15	1	\$10.00	\$10.00
16	16	1	\$10.00	\$10.00
17	17	1	\$10.00	\$10.00
18	18	1	\$10.00	\$10.00
19	19	1	\$10.00	\$10.00
20	20	1	\$10.00	\$10.00
21	21	1	\$10.00	\$10.00
22	22	1	\$10.00	\$10.00
23	23	1	\$10.00	\$10.00
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25	25	1	\$10.00	\$10.00
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27	27	1	\$10.00	\$10.00
28	28	1	\$10.00	\$10.00
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55	55	1	\$10.00	\$10.00
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58	58	1	\$10.00	\$10.00
59	59	1	\$10.00	\$10.00
60	60	1	\$10.00	\$10.00
61	61	1	\$10.00	\$10.00
62	62	1	\$10.00	\$10.00
63	63	1	\$10.00	\$10.00
64	64	1	\$10.00	\$10.00
65	65	1	\$10.00	\$10.00
66	66	1	\$10.00	\$10.00
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69	69	1	\$10.00	\$10.00
70	70	1	\$10.00	\$10.00
71	71	1	\$10.00	\$10.00
72	72	1	\$10.00	\$10.00
73	73	1	\$10.00	\$10.00
74	74	1	\$10.00	\$10.00
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76	76	1	\$10.00	\$10.00
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78	78	1	\$10.00	\$10.00
79	79	1	\$10.00	\$10.00
80	80	1	\$10.00	\$10.00
81	81	1	\$10.00	\$10.00
82	82	1	\$10.00	\$10.00
83	83	1	\$10.00	\$10.00
84	84	1	\$10.00	\$10.00
85	85	1	\$10.00	\$10.00
86	86	1	\$10.00	\$10.00
87	87	1	\$10.00	\$10.00
88	88	1	\$10.00	\$10.00
89	89	1	\$10.00	\$10.00
90	90	1	\$10.00	\$10.00
91	91	1	\$10.00	\$10.00
92	92	1	\$10.00	\$10.00
93	93	1	\$10.00	\$10.00
94	94	1	\$10.00	\$10.00
95	95	1	\$10.00	\$10.00
96	96	1	\$10.00	\$10.00
97	97	1	\$10.00	\$10.00
98	98	1	\$10.00	\$10.00
99	99	1	\$10.00	\$10.00
100	100	1	\$10.00	\$10.00
101	101	1	\$10.00	\$10.00
102	102	1	\$10.00	\$10.00
103	103	1	\$10.00	\$10.00
104	104	1	\$10.00	\$10.00
105	105	1	\$10.00	\$10.00
106	106	1	\$10.00	\$10.00
107	107	1	\$10.00	\$10.00
108	108	1	\$10.00	\$10.00
109	109	1	\$10.00	\$10.00
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111	111	1	\$10.00	\$10.00
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114	114	1	\$10.00	\$10.00
115	115	1	\$10.00	\$10.00
116	116	1	\$10.00	\$10.00
117	117	1	\$10.00	\$10.00
118	118	1	\$10.00	\$10.00
119	119	1	\$10.00	\$10.00
120	120	1	\$10.00	\$10.00
121	121	1	\$10.00	\$10.00
122	122	1	\$10.00	\$10.00
123	123	1	\$10.00	\$10.00
124	124	1	\$10.00	\$10.00
125	125	1	\$10.00	\$10.00
126	126	1	\$10.00	\$10.00
127	127	1	\$10.00	\$10.00
128	128	1	\$10.00	\$10.00
129	129	1	\$10.00	\$10.00
130	130	1	\$10.00	\$10.00
131	131	1	\$10.00	\$10.00
132	132	1	\$10.00	\$10.00
133	133	1	\$10.00	\$10.00
134	134	1	\$10.00	\$10.00
135	135	1	\$10.00	\$10.00
136	136	1	\$10.00	\$10.00
137	137	1	\$10.00	\$10.00
138	138	1	\$10.00	\$10.00
139	139	1	\$10.00	\$10.00
140	140	1	\$10.00	\$10.00
141	141	1	\$10.00	\$10.00
142	142	1	\$10.00	\$10.00
143	143	1	\$10.00	\$10.00
144	144	1	\$10.00	\$10.00
145	145	1	\$10.00	\$10.00
146	146	1	\$10.00	\$10.00
147	147	1	\$10.00	\$10.00
148	148	1	\$10.00	\$10.00
149	149	1	\$10.00	\$10.00
150	150	1	\$10.00	\$10.00
151	151	1	\$10.00	\$10.00
152	152	1	\$10.00	\$10.00
153	153	1	\$10.00	\$10.00
154	154	1	\$10.00	\$10.00
155	155	1	\$10.00	\$10.00
156	156	1	\$10.00	\$10.00
157	157	1	\$10.00	\$10.00
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161	161	1	\$10.00	\$10.00
162	162	1	\$10.00	\$10.00
163	163	1	\$10.00	\$10.00
164	164	1	\$10.00	\$10.00
165	165	1	\$10.00	\$10.00
166	166	1	\$10.00	\$10.00

Category	Item Description	Quantity	Unit Price	Line Total
1	1	1	1	1
2	2	2	2	2
3	3	3	3	3
4	4	4	4	4
5	5	5	5	5
6	6	6	6	6
7	7	7	7	7
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10
11	11	11	11	11
12	12	12	12	12
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148	148	148	148	148
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152	152	152	152	152
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173	173	173	173	173
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177	177	177	177	177
178	178	178	178	178
179	179	179	179	179
180	180	180	180	180
181	181	181	181	181

Category	Item	Description	Quantity	Unit	Cost (\$)	Notes
1. Materials	1.1 Lumber	1.1.1 2x4	100	ft	100	
		1.1.2 2x6	100	ft	100	
		1.1.3 2x8	100	ft	100	
		1.1.4 2x10	100	ft	100	
		1.1.5 2x12	100	ft	100	
		1.1.6 2x14	100	ft	100	
		1.1.7 2x16	100	ft	100	
		1.1.8 2x18	100	ft	100	
		1.1.9 2x20	100	ft	100	
		1.1.10 2x24	100	ft	100	
		1.1.11 2x28	100	ft	100	
		1.1.12 2x32	100	ft	100	
		1.1.13 2x36	100	ft	100	
		1.1.14 2x40	100	ft	100	
		1.1.15 2x44	100	ft	100	
		1.1.16 2x48	100	ft	100	
		1.1.17 2x52	100	ft	100	
		1.1.18 2x56	100	ft	100	
		1.1.19 2x60	100	ft	100	
		1.1.20 2x64	100	ft	100	
		1.1.21 2x68	100	ft	100	
		1.1.22 2x72	100	ft	100	
		1.1.23 2x76	100	ft	100	
		1.1.24 2x80	100	ft	100	
		1.1.25 2x84	100	ft	100	
		1.1.26 2x88	100	ft	100	
		1.1.27 2x92	100	ft	100	
		1.1.28 2x96	100	ft	100	
		1.1.29 2x100	100	ft	100	
		1.1.30 2x104	100	ft	100	
		1.1.31 2x108	100	ft	100	
		1.1.32 2x112	100	ft	100	
		1.1.33 2x116	100	ft	100	
		1.1.34 2x120	100	ft	100	
		1.1.35 2x124	100	ft	100	
		1.1.36 2x128	100	ft	100	
		1.1.37 2x132	100	ft	100	
		1.1.38 2x136	100	ft	100	
		1.1.39 2x140	100	ft	100	
		1.1.40 2x144	100	ft	100	
		1.1.41 2x148	100	ft	100	
		1.1.42 2x152	100	ft	100	
		1.1.43 2x156	100	ft	100	
		1.1.44 2x160	100	ft	100	
		1.1.45 2x164	100	ft	100	
		1.1.46 2x168	100	ft	100	
		1.1.47 2x172	100	ft	100	
		1.1.48 2x176	100	ft	100	
		1.1.49 2x180	100	ft	100	
		1.1.50 2x184	100	ft	100	
		1.1.51 2x188	100	ft	100	
		1.1.52 2x192	100	ft	100	
		1.1.53 2x196	100	ft	100	
		1.1.54 2x200	100	ft	100	
		1.1.55 2x204	100	ft	100	
		1.1.56 2x208	100	ft	100	
		1.1.57 2x212	100	ft	100	
		1.1.58 2x216	100	ft	100	
		1.1.59 2x220	100	ft	100	
		1.1.60 2x224	100	ft	100	
		1.1.61 2x228	100	ft	100	
		1.1.62 2x232	100	ft	100	
		1.1.63 2x236	100	ft	100	
		1.1.64 2x240	100	ft	100	
		1.1.65 2x244	100	ft	100	
		1.1.66 2x248	100	ft	100	
		1.1.67 2x252	100	ft	100	
		1.1.68 2x256	100	ft	100	
		1.1.69 2x260	100	ft	100	
		1.1.70 2x264	100	ft	100	
		1.1.71 2x268	100	ft	100	
		1.1.72 2x272	100	ft	100	
		1.1.73 2x276	100	ft	100	
		1.1.74 2x280	100	ft	100	
		1.1.75 2x284	100	ft	100	
		1.1.76 2x288	100	ft	100	
		1.1.77 2x292	100	ft	100	
		1.1.78 2x296	100	ft	100	
		1.1.79 2x300	100	ft	100	
		1.1.80 2x304	100	ft	100	
		1.1.81 2x308	100	ft	100	
		1.1.82 2x312	100	ft	100	
		1.1.83 2x316	100	ft	100	
		1.1.84 2x320	100	ft	100	
		1.1.85 2x324	100	ft	100	
		1.1.86 2x328	100	ft	100	
		1.1.87 2x332	100	ft	100	
		1.1.88 2x336	100	ft	100	
		1.1.89 2x340	100	ft	100	
		1.1.90 2x344	100	ft	100	
		1.1.91 2x348	100	ft	100	
		1.1.92 2x352	100	ft	100	
		1.1.93 2x356	100	ft	100	
		1.1.94 2x360	100	ft	100	
		1.1.95 2x364	100	ft	100	
		1.1.96 2x368	100	ft	100	
		1.1.97 2x372	100	ft	100	
		1.1.98 2x376	100	ft	100	
		1.1.99 2x380	100	ft	100	
		1.1.100 2x384	100	ft	100	
		1.1.101 2x388	100	ft	100	
		1.1.102 2x392	100	ft	100	
		1.1.103 2x396	100	ft	100	
		1.1.104 2x400	100	ft	100	
		1.1.105 2x404	100	ft	100	
		1.1.106 2x408	100	ft	100	
		1.1.107 2x412	100	ft	100	
		1.1.108 2x416	100	ft	100	
		1.1.109 2x420	100	ft	100	
		1.1.110 2x424	100	ft	100	
		1.1.111 2x428	100	ft	100	
		1.1.112 2x432	100	ft	100	
		1.1.113 2x436	100	ft	100	
		1.1.114 2x440	100	ft	100	
		1.1.115 2x444	100	ft	100	
		1.1.116 2x448	100	ft	100	
		1.1.117 2x452	100	ft	100	
		1.1.118 2x456	100	ft	100	
		1.1.119 2x460	100	ft	100	
		1.1.120 2x464	100	ft	100	
		1.1.121 2x468	100	ft	100	
		1.1.122 2x472	100	ft	100	
		1.1.123 2x476	100	ft	100	
		1.1.124 2x480	100	ft	100	
		1.1.125 2x484	100	ft	100	
		1.1.126 2x488	100	ft	100	
		1.1.127 2x492	100	ft	100	
		1.1.128 2x496	100	ft	100	
		1.1.129 2x500	100	ft	100	
		1.1.130 2x504	100	ft	100	
		1.1.131 2x508	100	ft	100	
		1.1.132 2x512	100	ft	100	
		1.1.133 2x516	100	ft	100	
		1.1.134 2x520	100	ft	100	
		1.1.135 2x524</				

10 Sales & Marketing ANALYSIS

Overview 10.1

To reach a predominant group of homeowners and prospective homeowners, our marketing plans will be based on both conventional and digital marketing platforms. By using ad distribution channels like a website, radio, billboards, etc. To engage our age-diverse target markets.

Pricing Strategy 10.2

Homes in Starbrooke will start at a base price of \$378,990 and go up to \$629,990. The first attached home costs \$378,990 with starter detached homes at a cost of \$517,990. The price rise depends on the renovations, square footage, and the different floor layouts. The sales price was established by the design of the home, features, site layout, and comparable nearby neighborhoods. HOA fees for our homes are outlined as:

\$470/year for Detached Homes
\$680/year for Attached Homes

Sales Strategy 10.3

To safeguard a successful project, we intend to employ one sales manager and one full-time sales representative. The sales team offices will be located off the southernmost thoroughfare, connecting from La Plata Parkway. The office hours are Monday - Saturday from 10:00 am-8:00 pm and 12:00 pm- 6:00 pm on Sundays. We will also partner with outside realtors to further the reach of our homes. Outside realtors will receive a 3% percent commission on all homes sold, which is above the average realtor

commission for the buyer in Maryland. Our sales team will also list our spec homes on web-based residential real estate platforms such as Trulia, Realtor, Redfin, and Zillow.

Signage 10.4

There will be two large-scale signs at each entrance stating the starting prices, amenities offered, Starbrooke's website link, as well as contact information. In addition, we will have directional signage posted up to half a mile radius from the site.

Buyer Incentives 10.5

There will be two large-scale signs at each entrance stating the starting prices, amenities offered, Starbrooke's website link, as well as contact information. In addition, we will have directional signage posted up to half a mile radius from the site.

Option 1 Up to one year free of HOA Fees

Option 2 seasonal deals depending on market.

On top of their \$54,000 salary for our agents, the commission will be 1% for regular sales.

Our commission, bonuses, and prospective homeowner incentives will push all parties to meet and hopefully exceed our goals. We hope that the incentives will encourage a symbiotic relationship between ourselves, our agents, and our clients.

Advertising 10.6

We will use a combination of both traditional media and digital strategies to appeal to all age groups.

Digital Marketing Social Media

With today's advancement in technology, various age groups are active on social media for multiple purposes. Instagram, Facebook, and Twitter are the most popular social media platforms. Since advertising and marketing are done on all three of these social media platforms, we can produce ads to target a certain group of people. Instagram's cost per click is \$0.20-\$2.00, Facebook's cost per click is \$0.97, Twitter's cost per click is \$0.50-\$2.00, and Pinterest's cost per click is \$0.10-\$1.50. We have concluded that these three platforms offer the greatest value to reach all of our target age groups. Facebook has 2.74 billion active users, Instagram has 1.221 billion active users, and Twitter which has approximately 300 million monthly active users.

Website

B.R.I.C.K.S. Building Company created a website that will be compatible on both a desktop and mobile phone. Our website will use search engine optimization to improve the quantity of web traffic. Using local SEO ranks searches that are specific to geographical location, suitable zip codes and popular suggestive phrases being searched. We will offer a live agent chat feature on our website that immediately grasps the clients once they arrive on the website capturing potential clients' names, numbers, email addresses, and desired price ranges. After receiving this information, our live agent will email the client a questionnaire to better understand their interests and how we can better serve them.

Traditional Marketing Magazine

Starbrooke Homes will have a full page spread featured in top magazines around LaPlata such as Preservation Matters Magazine, Southern Maryland This Is Living Magazine, Urban Sentinel

Magazine, and The Lyfe Magazine. We will also utilize magazines in surrounding areas such as Arlington-Alexandria, DC-VA-WV.

Radio

Radio remains to be an effective form of advertisement and brand building. The top 3 radio stations in LaPlata are 98 Star FM-Wsmd, Radio-195 and Wkik Fm. We will run 30 second ads to broadcast upcoming Starbrooke open houses and to attract potential clients to the website on these popular radio stations and satellite radio to appeal to our target market during their morning and evening commutes.

Drone Photography

To attract people to Starbrooke Community visuals are crucial. B.R.I.C.K.S Building Company will hire a professional drone photographer at a fixed rate of \$500 per hour for our homes and development throughout phases one through three. This is important to keep our social media marketing outlets up to date.



Product Marketing 10.7

Presale Structure

After an extensive study of the housing market in La Plata, we plan on selling 30 homes during our presale phase. The remaining homes will be sold during the construction phase. During the presale construction/selection process, customers will have the option to select their favorite floor plan and hand-pick any interior and/or exterior upgrades we offer. B.R.I.C.K.S.'s Building Company also intends to rent a \$25 vendor slot at the Annual Fall Festival. At this event, we will have virtual reality models available for viewing, the option to select a presale lot, and a chance to browse our website and join our newsletter for updates on Starbrooke community.

Premiums

Starbrooke community offers luxury premiums that are determined based on the level of the lot, its location, privacy, ease of garage access, proximity to the community center, availability of the neighborhood's walking trails, the option to select the finishes, fixtures, and décor, stunning natural views, and other distinctive exterior features. These premiums start as low as \$16,680 and go as high as \$41,400.

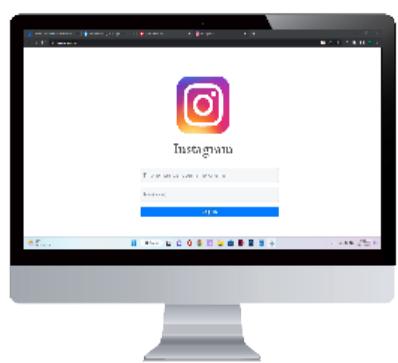
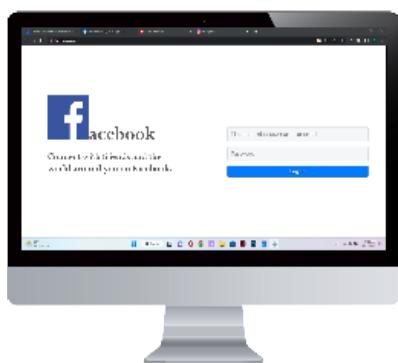
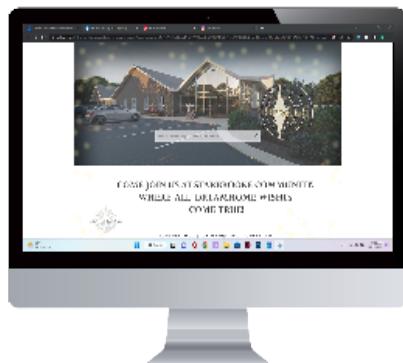
- Back to woods \$16,680
- Proximity to walking/biking paths \$21,000
- Cul-de-sac Lots \$27,000
- Proximity to Amenities \$33,000
- Corner Lots \$41,400

Partnerships

With our recently developed partnership with Community Bank Of The Chesapeake in Maryland, customers will receive lower mortgage rates and competitive fixed rates. Qualified buyers will be able to utilize first-time homebuyer programs and incentives.

Model Home Strategy

We will construct six model homes for our six plans in our detached housing options, while using virtual models for our townhomes to demonstrate the variety of residential options offered in Starbrooke. Our experienced stager will stage each property for an average of \$5,000, utilizing items from our warehouse. The model houses and sales offices will be positioned at the front entrance of our property to provide clients with convenient access. We expect the model houses to be the final homes sold at the end of phases one and two of each home selling period. Before clients move in, all residences will be professionally refurbished.



Marketing Budget 10.8

Below is the marketing budget for Starbrooke Homes. The budget appropriately depicts the financial allocations for marketing over the course of the next seven years.

B.R.I.C.K.S Personnel								
Marketing Director	\$66,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$80,000.00	\$626,666.00
Sales Manager	\$69,166.00	\$83,000.00	\$83,000.00	\$83,000.00	\$83,000.00	\$50,000.00	\$83,000.00	\$650,166.00
Sales Rep Full-time	\$45,000.00	\$54,000.00	\$54,000.00	\$54,000.00	\$54,000.00	\$54,000.00	\$54,000.00	\$423,000.00
Model Homes								
Staging	\$21,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$21,000.00
Yard Signage	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00
Cleaning & Maintenance	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$67,500.00
Directional Signage	\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00
Promotional Materials								
Office Supplies	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$4,000.00
Additional Promotional Materials	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00	\$0.00	\$2,500.00
Media Advertisement								
Social Media Advertising	\$21,000.00	\$21,000.00	\$21,000.00	\$21,000.00	\$21,000.00	\$21,000.00	\$21,000.00	\$168,000.00
Website	\$5,500.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$10,750.00
Drone Photography	\$0.00	\$0.00	\$0.00	\$2,000.00	\$0.00	\$0.00	\$0.00	\$2,000.00
Local Magazine/Newspaper	\$1,082.00	\$1,082.00	\$1,082.00	\$1,082.00	\$0.00	\$0.00	\$0.00	\$4,328.00
Billboard	\$10,890.00	\$10,890.00	\$10,890.00	\$10,890.00	\$0.00	\$0.00	\$0.00	\$43,356.00
Radio	\$52,000.00	\$52,000.00	\$52,000.00	\$52,000.00	\$52,000.00	\$52,000.00	\$0.00	\$312,000.00
TOTAL BUDGET								\$2,342,970.00



Student
Chapters

NAHB Student Competition
Four-Year Programs: Production Home Builder
Honor Pledge

To the best of my knowledge and belief, the information used in my team's solution to the competition is in accordance with the rules and guidelines of the NAHB Student Competition. On my honor, I have neither given nor received unauthorized assistance in the completion of this project.

Team (School) Name: - - - Tuskegee University - - - - -

Team Members:

Print Name	Signature
Lawrence Thompson	<i>Lawrence Thompson</i>
Casim Ellis	<i>Casim Ellis</i>
Kendal Phillips	<i>Kendal Phillips</i>
Jalen Carlyle	<i>Jal C</i>
Tyler Littles	<i>Tyler Littles</i>
Cedric Davis	<i>Cedric Davis</i>

Alternate Members (Optional):

Print Name	Signature
Mariah Stewart	<i>Mariah Stewart</i>
Nia Killins	<i>Nia Killins</i>
Milkhi Stewart	<i>Milkhi Stewart</i>
Rikeya Wallace	<i>Rikeya Wallace</i>
Makenzye Hereford	<i>Makenzye Hereford</i>
Arielle McElroy	<i>Arielle McElroy</i>

Faculty Advisor/Coach:

Print Name	Signature
Charner Rodgers	<i>Charner Rodgers</i>

This form is REQUIRED. Please upload (1) copy per team within your Solution submission.