



Business Overview

Name ▶	Daryl Crabtree		
Profession ▶	Real estate entrepreneur / USMC Veteran		
Business Address ▶	2942 N 24 th St #114-412 Phoenix, AZ 85016		
Phone ▶	602-427-0942	FAX ▶	
E-Mail ▶	Daryl@123consultings.com		

Describe your business

- ▶ My plan is to help students and beginner real estate investors and entrepreneurs get funding for their excellent deals when they wouldn't qualify elsewhere.

Economic, Demographic, Social and The Cultural Influential Factors

- ▶ Recently the Phoenix market is ranked as high as number two for real estate investing. My target market is U.S. markets with populations above 50,000.

Suppliers, Distributors and Clients

- ▶ Entrepreneurs and investors

Industry classification

- ▶ Consulting, Real Estate Investing, Private Money Lending

Industry trends

- ▶ Still going up.

Government and Industry Regulations

- ▶ Good now. In a wait and see mode...

YourMarket

Which Segment	▶ Real Estate
What Products & Services	▶ Funding
Its Pricing and Distribution	▶ Target is one percent per month plus points.
What are the Market Trends	▶ Real estate is booming!
Which are the Risks Factors	▶ The risks are that borrowers will not repay, at which time we would have to foreclose on the property and can sell quickly because of low loan to value. 65-70% max. I mitigate this risk by borrowers signing an agreement giving me control over the property without having to foreclose.
Your Readiness	▶ Am educated and knowledgeable in private lending and real estate investing. Formed 123 Consultings LLC in 2009. Belong to investors groups and forums, real estate investing clubs. Have hundreds of contacts.

Your Competition

Who are the competitors, How they compete	▶ Hard money lenders require down payments and usually experience. Some use expensive advertising, presentations.
Competition: It's Strengths and Weaknesses	▶ Asset based lenders are essential for real estate investors because banks seldom lend on properties needing repairs. Hard money usually means high interest rates and fees.
What is Your Competitive Advantage	▶ My niche is providing down payments and other upfront money required for real estate investors to come to the table with for deals. I provide skin in the game. I require 50% equity.

Sales & Marketing Plan

Your Customers

	Name and Address	How long?	What Products or Services
A	Arizona Real Estate Investors Association members	6 years	Funding
B	Online investor groups and forums	3 years	Funding
C	Partners	1 year	Funding
D			
E			

▼ Additional Important Information

There are approximately seven million US real estate investors

Your Suppliers

	Name and Address	How long?	What Products or Services
A	Private money investors		Funds
B			
C			
D			
E			

▼ Additional Important Information

Even experienced investors can run out of money, which prevents them from investing more.

Marketing, Advertising, Promotions

▶ Website and email and personal networking

Distribution and Your Pricing

▶ All transactions done at local title companies or attorneys

Customer

▶ Customers are real estate entrepreneurs and investors

Service Code

Operating Plan

Business
Location

- ▶ 2942 N 24th St #114-412
Phoenix, AZ 85016

▼How Big and Capacity

Just me right now. Unlimited potential.

▼What are the advantages & disadvantages

I am retired and have nothing but time

▼Own or Lease the premises

Rent

What
Equipment,
Fixtures and
Furniture

- ▶ I have a business address but work out of my home.

Future
Investments or
Expenses /
in Technology
that are required

- ▶ Tablet, phone, printer.

Research and
Development
needed

- ▶ All set. Just need to verify property values each time.

Compliance with
Environmental
Issues

- ▶ N/A

Any Additional
Business
Related
Information

▶ I plan to become JV Partners with borrowers and provide investors the necessary skin in the game for real estate investing.

Human Resources Plan

Your best
Employees

	Title Name and Positions	The Responsibilities	What Qualifications
I	Daryl Crabtree	Managing Member	Started business in 2009
II			
III			
IV			
V			

Business Codes Issues

Regular Hours of
Operations

▶ Various

Number of
Employees

▶ Just me. I have relationships with others.

Performance
Measurement Plans

▶ Follow up, follow up, follow up. Keep a record.

Action Plan

Implementation , Action Plan

Action or Task	Responsible Individual
A Gather money	Daryl
B Tell others	Daryl and the others
C Get clients	Daryl and others
D Receive clients' deals	Daryl
E Analysis	Daryl
F Closing and funding	Title company or attorney, client, seller and Daryl
G Repayment	Clients

▼ **Any Additional Information**

123 Consultings LLC will JV with a borrower for investing in real estate and bring in the needed "skin in the game" for deals 65-70% of ARV. Cost: 50% equity plus one percent per month.. The borrower will sign saying if they are late 10 days on a payment the properties ownership goes to me without foreclosure and it will be filed at the courthouse to mitigate risk.

Executive Summary

Your Project,
Describe the
Objectives

- ▶ 123 Consultings LLC will JV with a borrower for investing in real estate and bring in the needed "skin in the game" for deals 65-70% of ARV. Cost: 50% equity plus one percent per month.

Your Products
and Services

- ▶ Funding

Tell Us about
the
Financing of
your Project

- ▶ I seek to create a fund.

Personel

- ▶ Director

Daryl Crabtree
65 year old USMC veteran and real estate entrepreneur and investor

Who is the
Financial
Institution

- ▶ Business checking at Wells Fargo

