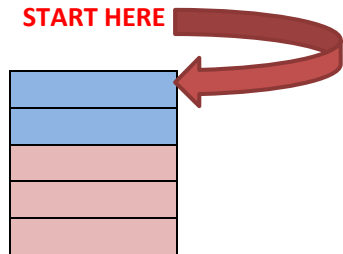


ProForma System Model Based on Marketing Effort

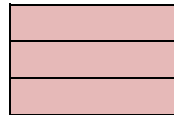
Last Period

Number of Units I built last period
My Sales Last Period totalled
Total Materials Cost last period
Total Direct Labor Costs last period
Total Land Cost last period



Next Period

Expected Management Salaries
Expected Business Expenses
Expected Facilities and Utilities



Marketing

I expect to generate [] leads from my website
I expect to generate [] leads from my brochures
I expect to generate [] leads from referrals
I expect to generate [] leads from newspaper ads
I expect to generate [] leads from the Yellow Pages
I expect to generate [] leads from jobsite signs
I expect to generate [] leads from Real Estate Agents
I expect to generate [] leads from Other
I expect to generate [] leads from Other
For total expected leads of []
I expect to convert [] of Leads to Meetings
I expect to convert [] of Meetings to Proposals
I expect to convert [] of Proposals to Contracts

From all the leads I expect to sell [] projects (rounded down)

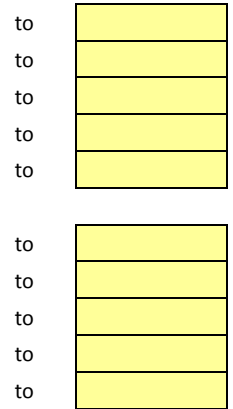
WHAT IF I can:

Management What-If:

Change ProForma Revenue per unit from
Change Management Salaries from
Change Material Cost percentage from
Change Direct Labor Cost percentage from
Change Land Cost percentage from

Marketing What-If:

Increase lead generation from
Increase "Leads to Meetings" conversion rate from
Increase "Meeting to Proposal" conversion rate from
Increase "Proposal to Contract" conversion rate from
Change number of units I build from



ProForma Sales	[]
ProForma Costs	[]
ProForma Profit	[]