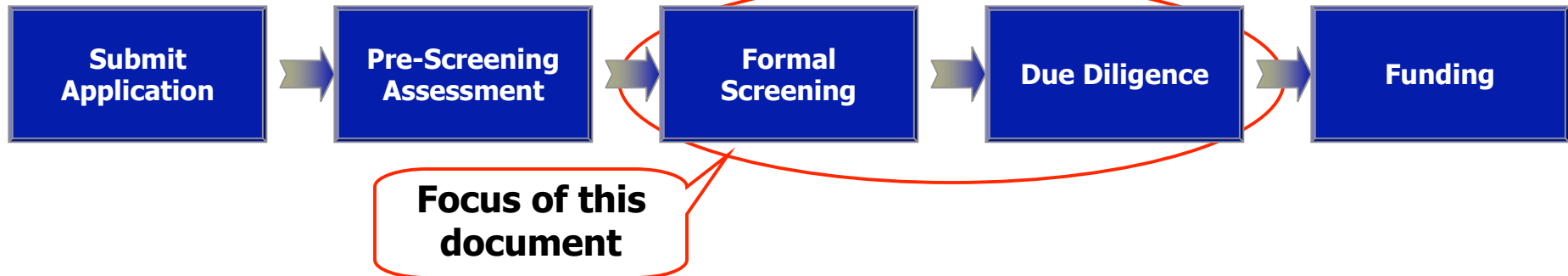


Presentation Guidelines

**How to present your land deal
as an investment opportunity**

Simple Process



1. **Submit Application** – Complete Business Plan Summary
2. **Pre-Screening Assessment** – Present business plan. SOG provides same-day assessment: accepted for formal screening, or not
3. **Formal Screening** – Present to Sea Oats Group at meeting in Atlanta
 - Your objective – Generate enough interest to advance to due-diligence
4. **Due-Diligence** – Starts after successful formal screening; ends with funding
5. **Funding** – Close on property

The Essence of the Presentation



1. Cover Page - Business Positioning statement
2. How many acres do you have? Where is the land located?
3. What are the key feeder cities? Drive times to each?
4. Who will buy your lots or homes? Describe the market
5. Who are the key competitors in the market?
6. What is the potential absorption rate per year?
7. What is your time-table and what have you already done? What will each step cost? Milestones?
8. What is the **value proposition** for the investors? The X factor, the planned "exit"?
9. What are the risks?
10. Optional: when is the due-diligence meeting and when do you plan to close the round?