Sample Business Plan to Help You Start a Home staging business Venture

Urban Nest Home Staging, LLC is a Texas LLC founded March 15, 2024, by Sarah Mitchell (NCIDQ-certified designer with $4.2M in prior staged home sales). We provide physical home staging services to real estate agents at $1,495-$3,995 per project, targeting $202,800 Year 1 revenue with 62% gross margin. Austin, TX headquarters leverages 68% vacancy rate in local listings.

SECTION 1: EXECUTIVE SUMMARY

72% of Austin homes sell unstaged (Austin Board of Realtors Q1 2024), costing sellers $23,750 per $475,000 home based on 5% price penalty (NAR 2023 data). Urban Nest solves this with 48-hour physical staging that reduces days-on-market by 21 days (from 42 to 21) using locally tailored design. We charge $2,200 average per project with 38% variable costs (furniture depreciation, labor, delivery).

Revenue comes from 84 projects in Year 1 (7/month average) at $2,200/project plus $18,000 virtual staging. Gross margin holds at 62% with $836 variable cost per project. Fixed costs of $13,600/month require 10 projects to break even. Profitability begins Month 10 with $39,600 net income in Year 1.

We seek $75,000 SBA 7(a) loan (7.5% interest, 10-year term) against $75,000 founder equity. Capital funds $65,000 furniture inventory, $12,000 warehouse buildout, and $23,000 operating runway. Funding enables 5% Central Texas market share ($3.2M SOM) by Year 3 with 64.9% net margin. Projected 3.2x ROI by Year 3 exit at 4x revenue ($3.0M valuation).

SECTION 2: COMPANY OVERVIEW

Urban Nest operates as Texas LLC for liability protection and SBA 8(a) certification eligibility (woman-owned). Austin location targets Travis/Williamson/Hays counties where 22,400 homes sold in 2023 (Austin Board of Realtors). 3,200 sq. ft. warehouse at $2,800/month lease (3.3% of Year 1 revenue) enables 48-hour staging turnaround.

Sarah Mitchell (CEO) generated $1.1M revenue at Wright Design Studio (2019-2023) with 32% net margins. James Reed (Operations) reduced furniture logistics costs 18% at CORT Furniture (2018-2023). Elena Vasquez (Lead Designer) increased client retention 27% at Green Spaces Austin (2020-2023).

Date	Milestone	Status	Next Steps
Mar 15, 2024	LLC formation	Complete	SBA 8(a) application
Apr 1, 2024	Warehouse lease signed	Complete	Inventory purchase
May 15, 2024	First 3 agent contracts	Complete	Scale to 10 agents
Jun 30, 2024	5 staged projects	Complete	Hit 7 projects/month
Sep 30, 2024	Break-even (10 projects)	Target	Expand to San Antonio
Dec 31, 2024	$202,800 revenue	Target	Hire 2nd designer

SECTION 3: MARKET ANALYSIS

TAM: $1.25B US home staging industry (IBISWorld 2024). SAM: $86M Texas market for homes >$350K (Texas Realtors 2023 data: 245,000 homes sold >$350K at $350 avg staging fee). SOM: $3.2M Central Texas (5% of $64M SAM from 18,300 homes sold >$350K in Travis/Williamson/Hays counties).

Target customers: Real estate agents (70% of clients) with $150,000+ annual commission income. Homeowners (20%) selling $475,000 median-value homes. Investors (10%) flipping 3.2 properties/year (BiggerPockets 2023 survey). Agents budget $1,500-$4,000/staging project (78% pay from commission).

Key trends: 85% faster sales for staged homes (NAR 2023), 95% of buyers use online photos (driving $295 virtual staging demand), and 15% price premium for lifestyle-staged homes targeting buyer personas (e.g., young professionals).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Real Estate Agents	$60.2M	7.1%	4.5%	Top 100 agents control 32% of listings
Homeowners	$17.2M	5.8%	3.0%	20% of sellers stage homes
Investors	$8.6M	9.3%	8.0%	High repeat business (3.2 flips/year)
Property Managers	$0.3M	12.0%	1.0%	Emerging niche for rental staging

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
US Market	$1,250,000,000	-	-	IBISWorld staging industry report
Texas Market	-	$86,000,000	-	245,000 homes >$350K * $350 avg fee
Central Texas	-	$64,000,000	$3,200,000	18,300 homes *$350* 5% share

SECTION 4: COMPETITIVE ANALYSIS

Direct competitors: Staged Homes of Austin ($1.8M revenue, 15% market share, $4,500+ pricing), Capital City Staging ($620K revenue, 5% share, no customization). Virtual staging services (e.g., Virtual Stagers USA) capture 12% of online-only listings but fail at open houses where 78% of buyers tour (NAR).

Our advantages: 48-hour turnaround (vs. industry 72-96 hours) from Austin-based inventory, data-driven design using MLS demographics (increasing sale prices 11.2% vs. 8.5% industry avg per RESA), and eco-friendly furniture reducing client acquisition cost by 22%.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Staged Homes Austin	$1.8M	$4,500+	Brand recognition	Slow 5-day turnaround	48-hour guarantee
Capital City	$620K	$2,100	Low pricing	No design customization	MLS data-driven staging
Bella Staging	$950K	$5,200	Luxury focus	Niche market only	Mid-tier volume focus
Virtual Stagers USA	$310K	$199/home	Low cost	No physical impact	Hybrid physical/digital
DIY Platforms	$1.2M	$999	Self-service	High failure rate	Professional execution

Strengths	Weaknesses	Opportunities	Threats
48-hour turnaround	Limited warehouse space	Investor flip contracts	Real estate downturn
MLS data integration	No weekend staff	SBA 8(a) certification	AI virtual staging
Eco-friendly inventory	Founder-dependent sales	Dallas expansion	Inventory damage
Agent commission model	Seasonal demand	Rental property staging	Competitor price cuts

SECTION 5: PRODUCTS & SERVICES

Core service: Physical home staging with furniture delivery, setup, and maintenance. Basic Package ($1,495) includes living/dining rooms (850 sq. ft. max). Standard Package ($2,495) adds primary bedroom/entry (1,400 sq. ft.). Premium Package ($3,995) covers 5+ rooms with smart home integration. All include 3D renderings and 60-day price guarantee.

Pricing targets 38% variable cost (vs. competitors' 45-50%) through bulk furniture purchases. $2,200 average project price achieves 62% gross margin. Volume discounts (15% for investors) increase customer lifetime value to $5,280 (2.4 projects/client).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Basic	$1,495	2 rooms, 850 sq. ft.	Homeowners	25%	58%
Standard	$2,495	4 rooms, 1,400 sq. ft.	Agents (70%)	60%	63%
Premium	$3,995	5+ rooms, smart home	Luxury agents	12%	68%
Virtual	$295	6 rooms, 24-hour delivery	All segments	3%	85%

Metric	Value	Calculation/Notes
Price per unit	$2,200	Average of 84 Year 1 projects
COGS per unit	$836	$319 furniture depreciation + $384 labor + $133 delivery
Gross Profit/unit	$1,364	$2,200 - $836
Gross Margin %	62%	$1,364 / $2,200
CAC	$412	$24,000 marketing / 58 new clients
LTV	$5,280	$2,200 *2.4 projects* 62% margin

LTV:CAC	12.8x	$5,280 / $412
Payback Period	1.9 months	$412 CAC / ($1,364 GP * 1.2 projects/month)

SECTION 6: MARKETING & SALES

Primary channel: Real estate agent partnerships. We target top 100 Austin agents (control 32% of listings) with 10% referral fees. Digital marketing focuses on 15 keywords including "home staging Austin" (1,900 monthly searches, $6.80 CPC). $2,500/month Google Ads budget yields 367 clicks at 5.4% CTR, converting to 37 leads (10.1% rate) and 18.5 clients/month at $135 CAC.

Sales cycle: 48-hour lead response -> free consultation -> proposal with 3D rendering -> 68% close rate. Average cycle length: 9.2 days. 72% of clients come from agent referrals (CAC: $0). 28% from digital (CAC: $135).

Retention: 10% repeat discount drives 40% repeat rate. Free refresh service after 60 days reduces churn to 2.1% monthly (vs. 5% industry avg). Expansion revenue from add-ons: $500 fireplace styling (22% uptake).

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Agent Referrals	$0	$0	25	72%	18	N/A
Google Ads	$2,500	$135	37	50%	18.5	1,280%
Instagram	$300	$89	12	42%	5	840%
Realtor Events	$500	$250	8	38%	3	520%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$2,500	$300	$200	$0	$100	$3,100	52	26
2	$2,500	$300	$200	$0	$100	$3,100	52	26
3	$2,500	$300	$200	$500	$100	$3,600	60	30
4	$2,500	$300	$200	$500	$100	$3,600	60	30
5	$2,500	$300	$200	$500	$100	$3,600	60	30
6	$2,500	$300	$200	$500	$100	$3,600	60	30
7	$2,500	$300	$200	$500	$100	$3,600	60	30
8	$2,500	$300	$200	$500	$100	$3,600	60	30
9	$2,500	$300	$200	$500	$100	$3,600	60	30
10	$2,500	$300	$200	$500	$100	$3,600	60	30
11	$2,500	$300	$200	$500	$100	$3,600	60	30
12	$2,500	$300	$200	$500	$100	$3,600	60	30

SECTION 7: OPERATIONS

Daily workflow: Monday-Wednesday for consultations/design, Tuesday-Thursday for installations (max 3/day with 2 crews), Friday for maintenance. 3,200 sq. ft. warehouse stores 12 home sets (living/dining/bedroom bundles). 48-hour staging guarantee requires 80% inventory availability; we maintain 120% stock levels for high-demand items (sofas, dining tables).

Key vendors: CORT Furniture (bulk inventory at 35% discount off retail), Sabai Design (sustainable sofas at $420/unit vs. $750 retail). Technology stack integrates Sortly Pro (inventory) with Asana (project management) to track 100% of projects.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
CORT Furniture	Bulk inventory	$1,200	Month-to-month	American Furniture Warehouse
Sabai Design	Eco sofas	$800	Net 30	Burrow
RigUp	On-demand labor	$0	Per job ($28/hr)	TaskRabbit
QuickBooks Online	Accounting	$40	Monthly	Wave Apps (free)

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Sortly Pro	Inventory tracking	$25	3	inFlow Inventory ($79)
Asana	Project management	$0	4	Monday.com ($10/user)
HubSpot	CRM	$50	2	Streak (free)
RoomSketcher	3D renderings	$29	1	SketchUp Pro ($119)

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (Sarah Mitchell) oversees design/sales. Operations Manager handles logistics/inventory. Two part-time technicians execute installations. Compensation: $60,000 CEO salary (Year 2), $35,000 Ops Manager, $33,000 combined tech salaries. No bonuses until Year 2 profitability.

Advisory board: Dr. Linda Chen (real estate economist, UT Austin) provides market data access. Robert Tate (ex-Keller Williams director) facilitates agent partnerships. Amanda Wright (design studio founder) advises on inventory curation. All receive $500/month stipend.

Month	Role	Salary	Priority	Source	Onboarding Time
1	CEO	$0	Critical	Founder	Immediate
1	Ops Manager	$2,917	Critical	Indeed	30 days
1	Technician (x2)	$1,375 each	Critical	Craigslist	14 days
7	Marketing Director	$4,167	High	LinkedIn	45 days
10	Lead Designer	$4,583	Medium	Design schools	60 days

SECTION 9: FINANCIAL PLAN

Key assumptions: 6 projects Month 1 growing to 14 by Month 12 (84 Year 1 total). $2,200 average revenue per project. 38% variable costs. 2.1% monthly churn. $13,600 fixed costs. 68% sales conversion rate. 10% investor discount increases volume 15%.

Revenue model: 84 projects Year 1 ($184,800) + virtual staging ($18,000). Growth drivers: Agent network expansion (10 to 50 agents by Year 2) and investor contracts (15% discount for 6+ properties). Year 3 revenue: $753,600 from 264 projects ($2,400 avg) plus $120,000 investor contracts.

Cost structure: 38% variable (furniture depreciation, labor, delivery). 62% fixed (rent, salaries, marketing). Fixed costs grow 5% annually. Variable costs decrease to 35% by Year 3 through inventory scale.

Funding: $150,000 total ($75k equity, $75k SBA loan). Covers $117,400 startup costs + $32,600 operating runway. Funds 14 months of operations to hit profitability. Milestones: 10 projects/month (Month 10), 50 agent contracts (Month 8), $202,800 revenue (Year 1).

Category		Item	Cost	Notes
Legal/Formation		LLC filing	$300	Texas SOS fee
Licenses/Permits		Business license	$125	Austin city permit
Equipment		2 cargo vans (deposit)	$10,000	$5k each @ $650/mo lease
Technology Setup		Website development	$5,500	WordPress + staging gallery
Initial Inventory		Furniture/decor	$65,000	12 home sets @ $5,417

Marketing Launch		Launch campaign	$8,000	Google Ads, events, materials
Working Capital		3 months operating	$39,600	$13,200/mo x 3
Insurance		General liability	$4,200	$350/mo
Professional Fees		CPA setup	$1,500	Bookkeeping system
Office/Facility		Warehouse buildout	$12,500	Shelving, showroom
Branding		Logo/design	$1,600	Canva Pro + designer
Training		Software training	$500	Asana/Sortly certification
Contingency		10% buffer	$11,400	Unplanned expenses
Other		Miscellaneous	$7,175	Office supplies, permits
Total			**$117,400**	

Category	Type	Monthly Cost	Annual Cost	Notes
Rent	Fixed	$2,800	$33,600	3,200 sq. ft. warehous

Salaries		Fixed	$5,667	$68,000	Ops Manager + 2 techs
Benefits		Fixed	$567	$6,800	10% of payroll
Insurance		Fixed	$350	$4,200	General liability
Software		Fixed	$104	$1,250	Sortly, Asana, HubSpot
Utilities		Fixed	$300	$3,600	Electricity internet
Marketing		Fixed	$2,000	$24,000	Digital ads, events
Furniture Depreciation		Variable	$2,658	$31,900	$65,000 inventory / 2.04 years
Delivery Labor		Variable	$3,167	$38,000	2 crews @ $28/hr
Fuel/Maintenance		Variable	$1,300	$15,600	2 vans @ $650/mo
Client Supplies		Variable	$250	$3,000	Decor refreshes
Transaction Fees		Variable	$104	$1,250	3% payment processi
Fixed Total			**$9,834**	**$118,000**	
Variable Total			**$7,539**	**$90,460**	
Combined Total			**$17,373**	**$208,460**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	$13,200	$15,400	$17,600	$19,800	$22,000	$24,200	$26,400	$28,600	$30,800	$33,000	$35,200	$37,400	$277,600
COGS	$5,016	$5,852	$6,688	$7,524	$8,360	$9,196	$10,032	$10,868	$11,704	$12,540	$13,376	$14,212	$105,488
Gross Profit	$8,184	$9,548	$10,912	$12,276	$13,640	$15,004	$16,368	$17,732	$19,096	$20,460	$21,824	$23,188	$172,112
Marketing	$3,100	$3,100	$3,600	$3,600	$3,600	$3,600	$3,600	$3,600	$3,600	$3,600	$3,600	$3,600	$42,200
Salaries	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$5,667	$68,000
Rent	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$2,800	$33,600
Software	$104	$104	$104	$104	$104	$104	$104	$104	$104	$104	$104	$104	$1,250
Insurance	$350	$350	$350	$350	$350	$350	$350	$350	$350	$350	$350	$350	$4,200
Other OpEx	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$1,579	$18,950
Total OpEx	$13,600	$13,600	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$169,200
EBITDA	-$5,416	-$4,052	-$3,188	-$1,824	-$460	$904	$2,268	$3,632	$4,996	$6,360	$7,724	$9,088	$2,912
Depreciation	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$2,658	$31,900
EBIT	-$8,074	-$6,710	-$5,846	-$4,482	-$3,118	-$1,754	-$390	$974	$2,338	$3,702	$5,066	$6,430	-$38,988
Interest	$469	$465	$461	$457	$453	$449	$445	$441	$437	$433	$429	$425	$5,400
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Income	-$8,543	-$7,175	-$6,307	-$4,939	-$3,571	-$2,203	-$835	$533	$1,901	$3,269	$4,637	$6,005	-$39,600

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	$32,600	$24,057	$16,882	$10,575	$5,636	$2,065	$1,230	$1,395	$3,296	$7,205	$12,842	$19,479
Cash In (Revenue)	$13,200	$15,400	$17,600	$19,800	$22,000	$24,200	$26,400	$28,600	$30,800	$33,000	$35,200	$37,400
Other Income	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash In	$13,200	$15,400	$17,600	$19,800	$22,000	$24,200	$26,400	$28,600	$30,800	$33,000	$35,200	$37,400
Cash Out (COGS)	$5,016	$5,852	$6,688	$7,524	$8,360	$9,196	$10,032	$10,868	$11,704	$12,540	$13,376	$14,212
OpEx Payments	$13,600	$13,600	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100	$14,100

CapEx	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Debt Service	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Taxes	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash Out	$18,616	$19,452	$20,788	$21,624	$22,460	$23,296	$24,132	$24,968	$25,804	$26,640	$27,476	$28,312
Net Cash Flow	-$5,416	-$4,052	-$3,188	-$1,824	-$460	$904	$2,268	$3,632	$4,996	$6,360	$7,724	$9,088
Ending Cash	$24,057	$16,882	$10,575	$5,636	$2,065	$1,230	$1,395	$3,296	$7,205	$12,842	$19,479	$28,567

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$202,800	$96,000	$102,000	$108,000	$114,000	$158,400	$168,000	$177,600	$187,200	$753,600
COGS	$77,064	$36,480	$38,760	$41,040	$43,320	$59,184	$62,160	$65,712	$69,264	$283,368
Gross Profit	$125,736	$59,520	$63,240	$66,960	$70,680	$99,216	$105,840	$111,888	$117,936	$470,232
OpEx	$86,136	$42,000	$43,000	$44,000	$45,000	$58,000	$59,000	$60,000	$61,000	$238,000
EBITDA	$39,600	$17,520	$20,240	$22,960	$25,680	$41,216	$46,840	$51,888	$56,936	$232,232
Net Income	$39,600	$12,520	$15,240	$17,960	$20,680	$31,216	$36,840	$41,888	$46,936	$194,120
Ending Cash	$28,567	$63,647	$106,927	$155,847	$209,207	$298,443	$398,323	$505,091	$616,967	$616,967

Metric	Value	Calculation
Monthly Fixed Costs	$13,600	From OpEx table
Variable Cost per Unit	$836	$2,200 * 38%
Price per Unit	$2,200	Average project revenue
Contribution Margin per Unit	$1,364	$2,200 - $836
Contribution Margin %	62%	$1,364 / $2,200
Break-Even Units per Month	10	$13,600 / $1,364

Break-Even Revenue per Month	$22,000	10 * $2,200
Expected Break-Even Month	Month 10	Projections show $22,000 revenue Month 10
Safety Margin	13.6%	($33,000 - $22,000) / $33,000 (Month 10)

Metric	**Y1**	**Y2**	**Y3**	**Industry Benchmark**
Gross Margin %	62%	62%	63%	50-70% (services)
Operating Margin %	19.5%	45.1%	64.9%	15-25% (early stage)
Net Profit Margin %	19.5%	45.1%	64.9%	N/A (pre-profit)
Current Ratio	1.8	3.2	4.1	1.5-3.0
Quick Ratio	1.5	2.8	3.7	1.0-2.0
CAC Payback	1.9 months	1.7 months	1.5 months	6-18 months
LTV:CAC	12.8x	14.2x	15.6x	3x minimum
Monthly Burn Rate	$3,300	$0	$0	N/A
Runway (months)	9.9	N/A	N/A	6-12 months

SECTION 10: RISK ANALYSIS

Top risks: Real estate downturn (Probability 3/5, Impact 5/5) could reduce transactions 20% in 6 months. Inventory damage (P4/I4) averages 5% annual loss. Labor shortages (P4/I3) increase installation costs 15%. AI virtual staging (P2/I3) captures 10% of online-only market.

Mitigation: Investor contracts require 6-month minimum (locking 15% revenue). $75,000 all-risk insurance covers inventory. RigUp platform provides 27 backup movers within 24 hours. Hybrid physical/virtual packages bundle services at $495 (50% higher margin than digital-only).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Real estate downturn	3	5	15	Target investor flips (15% of revenue)	Reduce inventory 20%	CEO
Inventory damage	4	4	16	$75k insurance + barcode tracking	Activate CORT backup inventory	Ops
Labor shortages	4	3	12	RigUp gig platform integration	Reduce service areas	Ops
Competitor price cut	3	3	9	Price-match guarantee	Focus on luxury segment	CEO
Seasonality	5	2	10	Winter Ready marketing campaign	Offer 10% off Nov-Feb	Marketing
Payment delays	2	3	6	50% deposit requirement	Suspend service after 15 days	Ops
Warehouse fire	1	5	5	Fire suppression system	Use 3rd-party storage	Ops
Key person loss	2	4	8	Cross-train designers	Use Amanda Wright as consultant	CEO

SECTION 11: IMPLEMENTATION TIMELINE

Priority 1: Achieve 10 projects/month by Month 10 through agent network expansion. Critical path: Secure 50 agent contracts by Month 8 (requires $18,000 marketing spend). Dependencies: Warehouse buildout completion (Month 1) enables inventory storage for 48-hour turnaround.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Warehouse operational	Shelving installed, 50% inventory stocked	$12k buildout budget	Ready for first project	Ops
2	First 10 projects	Completed installations, client surveys	2 crews, marketing leads	85% client satisfaction	CEO
3	Agent network launch	25 signed agents, co-branded materials	$500 referral fund	15 agent referrals	Marketing
4	Process optimization	Asana workflow, inventory tracking	Sortly Pro setup	95% on-time staging	Ops
5	Break-even analysis	Financial model validation	CPA consultation	10 projects/month target	CEO
6	SBA loan approval	$75k funding secured	Loan application package	Funds in account	CEO
7	Investor program launch	5 flip contracts signed	Discount pricing sheet	$7,500 revenue	CEO
8	50 agent contracts	Network dashboard, referral tracking	HubSpot CRM upgrade	35 agent referrals	Marketing
9	Inventory expansion	20% more furniture, eco-certified	$10k replenishment budget	95% availability rate	Ops
10	Profitability achieved	Positive net income, cash flow	Financial reporting	$3,269 net income	CEO
11	San Antonio expansion	Warehouse tour, agent outreach	$5k market research	5 signed agents	CEO

12	Year 1 review	Financial audit, growth plan	CPA services	$202,800 revenue	CEO

SECTION 12: APPENDIX

Available documentation: Austin Board of Realtors market reports (Q1 2024), RESA staging impact study (2023), IBISWorld industry analysis (2024), SBA 7(a) loan commitment letter, and detailed inventory valuation report. All financial assumptions validated against 3 peer staging businesses in Texas markets.