

# LILY BLOSSOM INVESTEMENTS LIMITED



**BUSINESS PLAN**

**SEPTEMBER 2023**

## LILY BLOSSOM INVESTMENTS LIMITED

### 1. EXECUTIVE SUMMARY

Lily Blossom Investments Limited is a full-service real estate development and renting company that provides personalized and professional services to home buyers, sellers, and renters. Our experienced agents are dedicated to understanding the unique needs and goals of each client, guiding them through the entire process with exceptional customer service and support.

### 2. MISSION STATEMENT

Lily Blossom Investments Limited's goal is to invest in quality – both in its properties and in its tenants. One of the largest mistakes made by new real estate investors is in poor property selection. Even worse is their tenant selection process, often with little or no background and credit checks. At Lily Blossom Investments Limited, the owners are extremely devoted to their business and their commitment to the long term can be seen in their extreme dedication to both their properties and their meticulous selection process of finding long term tenants.

### 3. GUIDING PRINCIPLES

Lily Blossom Investments Limited holds the following as its Guiding Principles

#### 3.1. Treat the investment as a business first and foremost.

Many real estate owners will fail to take their investment seriously and keep sloppy or minimal business records. Over time this lack of discipline can permeate into other aspects of the business resulting in a downward slide of the business.

#### 3.2. Selective in tenant process

Instead of accepting the first person in the door to accept the lease, Lily Blossom Investments Limited will personally meet with each applicant for a personal interview. Lily Blossom Investments Limited is seeking a long-term lease with quality tenants. All applicants will be required to pass the credit and background check as well as provide the applicable deposits. References are a must and will always be verified.

### 3.3. Provide exemplary service to tenants

The goal of Lily Blossom Investments Limited is to achieve long term occupancy levels. If the tenant has a broken A/C unit, then, they'll fix it – that same day! Period! The property will be clean, well maintained and professionally managed.

## 4. THE PROBLEM

The local real estate market is competitive, and many clients find it difficult to navigate the complexities of buying, selling, or renting a home. They are looking for an agency that offers personalized support, expert advice, and a deep understanding of the local market.

## 5. THE SOLUTION

Lily Blossom Investments Limited addresses these challenges by connecting clients with knowledgeable agents who are committed to providing outstanding customer service and guiding them through each step of their real estate journey. Our agents stay up-to-date on market trends, use advanced marketing strategies, and leverage the latest technology to ensure the best results for our clients.

## KEYS TO SUCCESS

Lily Blossom Investments Limited is fully committed to make its rental property business a long-term success with future plans for expansion. It is this dedication and drive which will set them apart from their local peers. The following are what Lily Blossom Investments Limited believes are its keys to success:

- **Property management** - The owners of Lily Blossom Investments Limited will personally manage the rental property and not rely on an outside management team. This way, all repairs can be addressed immediately, rents will be collected in a timely manner and the accounting ledger will be kept current and up to date.
- **Invest in only sustainable, high-quality investments** - Lily Blossom Investments Limited is not interested in 'flipping' properties. Prior to making any purchases, the properties are fully evaluated to determine positive cash flow and long-term sustainability.

### 5.1. Target Market

Lily Blossom Investments Limited's primary market includes first-time homebuyers, families looking to upgrade or downsize, and individuals relocating to the area. The secondary market consists of property investors and clients seeking rental property management services.

### 5.2. Competitors & Differentiation

#### 5.2.1. Current Alternatives

- i. Large national real estate franchises such as Knight Frank and some international agencies
- ii. Local independent real estate agencies such as Prime Real Estate, Remax and so forth
- iii. Online real estate platforms such as Zillow, Realtor and so on

## 6. WHY US?

Lily Blossom Investments Limited sets itself apart with a client-focused approach, personalized service, and a strong commitment to the local community. Our agents are experienced, passionate about real estate, and dedicated to helping clients achieve their goals.

## **7. FUNDING NEEDS**

Lily Blossom Investments Limited requires \$150,000 in initial funding to cover startup costs, including office space, marketing materials, website development, and operational expenses for the first year.

## **8. SALES CHANNELS**

- i. Lily Blossom Investments Limited website
- ii. Social media platforms
- iii. Local advertising and sponsorships
- iv. Networking events and open houses
- v. Referrals from satisfied clients

## **9. MARKETING ACTIVITIES**

- i. Targeted online advertising
- ii. Social media campaigns
- iii. Local sponsorships and community events
- iv. Networking with local businesses and organizations

## 10. MANAGEMENT STRUCTURE

**SHEN LIJUN  
DIRECTOR**

**HAN MENG  
DIRECTOR**

## 11. FINANCIAL PROJECTIONS

Lily Blossom Investments Limited:

Year	Revenue	Costs/Expenses	Profit
2023	\$400,000	\$350,000	\$50,000
2024	\$600,000	\$400,000	\$200,000
2025	\$900,000	\$480,000	\$420,000

## 12. MILESTONES

- i. Secure initial funding – October 1, 2023
- ii. Establish office space and infrastructure – November 1, 2023
- iii. Hire and onboard employees – November 30, 2023
- iv. Launch website and social media presence – December, 2023
- v. Close first property transaction – January 1, 2024

vi. Expand team and service offerings – February 1, 2024

### 13. TEAM AND KEY ROLES

#### 13.1. Founder & CEO

Responsible for overall business operations, strategic growth, and maintaining relationships with clients and agents.

#### 13.2. Real Estate Agents

Assist clients with buying, selling, and renting properties while providing exceptional customer service and market expertise.

#### 13.3. Marketing Manager

Develops and executes marketing strategies to attract new clients and enhance brand visibility.

#### 13.4. Administrative Support Staff

Assist with daily office tasks, client management, and agent support.

#### 13.5. Local Mortgage Lenders

Collaborate with mortgage lenders to assist clients with financing options and pre-approval processes.

#### 13.6. Home Inspectors and Appraisers

Establish relationships with reputable professionals to provide accurate property assessments and inspections for our clients.

### 13.7. Title Companies and Real Estate Attorneys

Partner with legal and title professionals to ensure smooth and compliant transactions.

### 13.8. Local Businesses and Community Organizations

Network and collaborate with local businesses and community organizations to foster a strong local presence and create opportunities for cross-promotion and referrals.

