

From Employee to Entrepreneur: Acquiring and Expanding an Upscale Home Solutions Business

www.theexceptionalplan.com



AT A GLANCE

CHALLENGES

- Accurately reflecting the employee's vision and strategic goals in the business plan.
- Developing precise and realistic financial projections to satisfy lender requirements.
- Aligning the acquisition strategy with the long-term growth and sustainability of the business.

BENEFITS

- **Secured Funding:** Successfully obtained a \$3.8 million SBA business loan.
- **Strategic Expansion:** Clear roadmap for the business's future growth and development.
- **Financial Insight:** Detailed historical financial projections aiding in ongoing performance measurement.

CLIENT PROFILE

A long-term employee of an upscale home solutions business had the opportunity to purchase the company. With a deep understanding of the business and a vision for its future, they needed \$3.8 million in funding to complete the acquisition. To achieve this, they sought assistance from The Exceptional Plan to develop a comprehensive business plan and historical financial projections, essential for securing an SBA business loan.

The Exceptional Plan provided a tailored business plan that detailed the employee's extensive experience, the company's market position, and a strategic roadmap for growth. This plan included a thorough analysis of the market, showcasing the demand for upscale home solutions and the company's competitive edge. Additionally, historical financial projections were developed, highlighting the business's past performance and potential for future profitability. These projections were critical in demonstrating the business's financial health and sustainability to lenders.

IMPLEMENTATION



Custom Business Plan

- Crafted a detailed business plan reflecting the employee's vision and strategic goals.
- Conducted a thorough market analysis to showcase demand and the company's competitive edge.
- Outlined a strategic roadmap for future growth and development.



Financial Model

- Developed precise historical financial projections highlighting past performance.
- Incorporated future growth scenarios to demonstrate potential profitability.
- Provided a realistic and compelling financial case to satisfy lender requirements.