

1. Property Information

- Property Name: Whitetail Country Estates
- Location: 1843 & 1845 Yellowpine Ave. Lockridge, IA (1/2 mile Skunk River frontage)
- Acreage: 294 acres (252 acres timber, 31.25 FSA acres for farming)
- Primary Uses:
 - o Wedding Venue (seasonal, April-October)
 - o VRBO/BNB
 - o RV Campsites
 - o Hunting leases and potential business/organization retreats

2. Income Projections

A. Wedding Venue Income

- Peak Capacity: 50 weddings per year (currently hosting 26 weddings/year)
- Revenue per Wedding: \$12,000
- Current Weddings Hosted (2019): 26
- Projected Annual Income (at current hosting levels):
 - o $26 \text{ weddings} \times \$12,000 = \$312,000$
- Full Capacity Revenue Potential (50 weddings):
 - o $50 \text{ weddings} \times \$12,000 = \$600,000$

B. VRBO/BNB Income

- Nightly Rate (The Lodge): \$1,000+
- Estimated Nights Occupied: 100 nights/year (assumed occupancy for off-peak season)
- Projected Income from VRBO/BNB:
 - o $100 \text{ nights} \times \$1,000 = \$100,000$

C. RV Campsites

- Number of RV Slots: 6 slots
- Estimated Rate per Slot (Annual or Seasonal): \$60/ Night (50 nights) \$3,000/year per slot (or equivalent rate)
- Projected Income from RV Campsites:
 - o $6 \text{ slots} \times \$3,000 = \$18,000$

D. Hunting Leases

- Lease Rate per Acre: \$40-\$60/acre (based on local market)
- Leased Acres (assumed): 252 acres
- Projected Hunting Lease Income:
 - o $252 \text{ acres} \times \$50 \text{ (mid-range)} = \$12,600/\text{year}$

E. Agricultural Lease Income

- Total Farmland Acres (alfalfa): 31.25 acres
- Annual Lease Rate per Acre (Currently Alfalfa): \$150
- Projected Agricultural Lease Income:
 - o $31.25 \text{ acres} \times \$150 = \$4,687.50/\text{year}$
- (2nd) Annual Lease Rate per Acre (Row Crop): \$250
- Projected Agricultural Lease Income:
 - o $31.25 \text{ acres} \times \$250 = \$7,812.50/\text{year}$

F. Other Potential Income Streams

- Business/Corporate Retreats: Additional revenue potential from hosting company retreats, hunting outfitter partnerships, etc.

- Hunting Outfitter: Running an outfitting business while using the property for hosting clients would affect VRBO/BNB projections.
- USDA/NRCS Programs (Equip): Variety of cost share programs available.
- Select Timber Harvest: Timber harvest could yield up to \$750,000, pending a forester evaluation.

3. Expense Projections

A. Maintenance Costs

- Annual Maintenance (fencing, roads, wildlife management): \$10,000 (estimated)
 - o Hunting Leases typically include property management and would save this cost
- Pond and Creek Maintenance: \$5,000
- Total Land Maintenance Expenses: \$5,000/year

B. Property Taxes

- Annual Property Taxes: \$8,421

C. Insurance

- Annual Insurance Costs: \$5,000 (estimated)

D. Management Fees (if outsourced)

- Annual Management Fees: \$35,000 (full-time manager, cleaning, guest services)

E. Other Operating Expenses

- Utilities, permits, legal fees, marketing, and advertising: \$9,000/year

4. Net Income (Before Interest, Taxes, Depreciation, and Amortization - EBITDA)

Formula: (Total Income - Total Expenses)

- Total Projected Income:

- o Weddings: \$312,000 (\$600,000 on estimated model)
- o VRBO/BNB: \$100,000
- o RV Campsites: \$18,000
- o Hunting Leases: \$12,600
- o Agricultural Lease: \$7,812.50

Total Income: \$450,412 (\$738,412)

- Total Projected Expenses:

- o Land Maintenance: \$5,000
- o Property Taxes: \$8,421
- o Insurance: \$5,000
- o Management Fees: \$35,000
- o Operating Expenses: \$9,000

Total Expenses: \$57,921

- Projected Net Income (EBITDA):

- o $\$450,412.50 - \$57,921 = \$392,491.50$ ($\$738,412 - \$57,921 = \$680,491$)

5. Financing Assumptions (if applicable)

A. Loan Information

- Loan Amount (Assumed Purchase Price): \$2,800,000
- Interest Rate: 5%
- Term Length: 20 years
- Monthly Debt Payments: ~\$18,500/month
- Annual Debt Payments: ~\$222,000/year

6. Return on Investment (ROI)

A. Cash-on-Cash Return

- Annual Net Income (EBITDA): \$392,491.50 (\$680,491)
- Initial Cash Investment (20% down payment): \$560,000
- Cash-on-Cash Return:
 - o $(\$392,491.50 / \$560,000) \times 100\% = 70\%$
 - o Secondary Model $(\$680,491 / \$560,000) \times 100\% = 121.5\%$

Disclaimer:

The values listed in this proforma are purely projections based on current market conditions and are for illustrative purposes only. Actual results may vary significantly due to market fluctuations, operational changes, or unforeseen events.