



VALLEY VIEW REAL
ESTATE, LLC

CONFIDENTIAL AGREEMENT

The undersigned reader acknowledges that the information provided by **Donnie Reyes** in this business plan is confidential; therefore, the reader agrees not to disclose it without the express written permission of **Valley View Real Estate, LLC.**

It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means, and that any disclosure or use of same by the reader may cause serious harm or damage to **Valley View Real Estate, LLC.**

Upon request, this document is to be immediately returned to **Donnie Reyes.**

Signature

Name (typed or printed)

30th June 2021

Date

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BUSINESS OVERVIEW

EXECUTIVE SUMMARY

Valley View Real Estate, LLC is located at 13752 balboa ct 92336 Fontana, California United States, and is owned by Donnie Reyes. This company seeks to provide affordable housing for low to moderate-income families and individuals at a low rate and provide a tiny house for the homeless. We aim to create opportunities for our clients to achieve self-sufficiency and economic independence.

Valley View Real Estate, LLC will be a well-managed and administered real estate investment. We will work to create appealing affordable housing designs that will fulfill the needs of a diverse group of people. We will strive to become one of the most well-known affordable housing building enterprises in the United States, with offices in key cities.

We design housing in healthy, inclusive communities that promote economic, educational, and social development. This mission would not be possible without the help of our business partners and neighbors. Our committed, caring team of professionals is committed to exceeding our clients' and partners' expectations.

As part of our plans to become one of the leading affordable housing construction companies in the United States of America, we will adopt international best practices in the industry. Valley View Real Estate, LLC has over time perfected plans that will help us to become a specialist in our area of business.

Valley View Real Estate, LLC will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating

sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

We are proud to support thousands of individuals and families across California. We make an impact by serving our community with care and excellence. A housing community is usually built by a single contractor, with only a few styles of houses or building design, so they tend to be uniform in appearance.

A housing community or estate (sometimes housing complex or housing development) is a group of homes and other buildings built together as a single development. The exact form may vary from country to country. They are popular throughout the United States and the United Kingdom, they are often areas of high-density, low-impact residences of single-family detached homes and often allow for separate ownership of each housing unit, for example through a subdivision.

Housing development is an important component of the sustainability of a country and became more problematic for housing associations after the 1988 Housing Act. Equality legislation, combined with inspection by the Housing Corporation and the Audit Commission, led to improved performance on these issues by the social housing sector as a whole.

The housing market is more competitive than ever. Purchase and rental prices are rising and the availability is fairly limited. There's a need for customers to find rentals and even for current housing to be updated and remodeled. 46 million people live in poverty in the United States. This number has increased 38% over the last 13 years – the highest rate in almost 60 years. More than 11 million Americans now pay more than half their salaries for their monthly income

for rent. This rate has increased more than 30% over the last five years, which is also a record high.

Valley View Real Estate, LLC will be owned majorly by Donnie Reyes. The business requires \$5,000,000 to set up, hire staff, run its activities smoothly, and enable the business to be a sustainable one.

OUR MISSION STATEMENT

Our mission at Valley View Real Estate, LLC is to build affordable housing communities, tiny homes for the homeless and allow access to supportive resources to low-income and medium-income earners across Fontana, Ca. Our growth in revenue, as well as the media's opinions and ratings, will be used to gauge the company's progress.

We believe everyone deserves a place called home and communities are stronger when everyone has a chance to thrive

BUSINESS OBJECTIVES

The company's aims and objectives are listed below; we have decided to divide the company's goals into financial and non-financial goals. At Valley View Real Estate, LLC, our goals are:

NON FINANCIAL OBJECTIVES

- Become the best and most recognized constructor of housing communities in Fontana, CA while attracting the target audience through unique features
- Create a housing community that provides housing and various empowering skills
- Developing more inclusive, sustainable housing solutions

- Develop a strong Board of Trustees that can offer guidance and help to oversee the smooth operation of the organization
- To provide an enriched environment where healing and development can occur
- Developing a permanent housing stability program
- Exploring options for flexible housing models that can provide accommodation, depending on shifting needs of individuals
- Enhancing services that help prevent homelessness
- Retaining, protecting, and increasing the supply of Affordable Housing

FINANCIAL OBJECTIVES

- Maintaining the business monthly and annual revenue growth
- To generate \$5,000,000 to set up and run the business operation smoothly
- To generate annual revenue over \$10,000,000

OUR CORPORATE SOCIAL RESPONSIBILITY IN ACTION

At Valley View Real Estate, LLC, we understand that our business decisions and the methods by which we engage our key stakeholders affect not only our organization, but also in a profound way, the communities, and environment that support our lives and businesses. With this firm knowledge and a determination to ensure that our efforts to meet the needs of the present do not deprive future generations of their ability to meet their own needs, our Corporate Social Responsibility strategy demands that we responsibly run our business while simultaneously ensuring long term sustainability. We believe that the communities in which we operate should benefit from our presence.

Some of the means we see to this are:

- **Continuous improvement in our CSR program**
- **Energizing communities and partners to join us on our mission**
- **Acting in a socially responsible way**
- **Continually improving our efficiency and adhering to all applicable laws**
- **Key staff members are educated and trained on a regular interval**
- **Ensure our client get their house at the most affordable price**

OUR CORE VALUES

There are a set of core values, which are at the base of everything that we do and all that we believe in. These guide us to deal with every aspect of any issue we might encounter in our personal and professional lives. These values help us grow inside and outside, personally, and as an organization.

- **Smart Governance**

We are committed to run our business successfully and efficiently, providing long-term benefits to our employees, and enriching the lives of every individual whom we serve by fulfilling our corporate responsibility to the best of our ability. Offering our services at competitive prices remains one of our major campaigns in the industry. We expect and deliver excellence from all processes, whether they relate to policy formation and operational procedures or customer service.

- **Work Environment**

Our policies and core values are aimed towards creating an informal yet stimulating team-oriented work environment with a culture of sharing and open communication. We cherish the diversity of viewpoints and realize that this attitude encourages innovation and develops character. All employees have the right to enjoy a stress- and injury-free work environment. We also offer competitive compensation to our employees. We believe that when you invest in your employees, they will be more dedicated to upholding our mission and vision for Valley View Real Estate, LLC.

- **Our Team**

The success of any organization is largely dependent on the people working for it. Each member of our team is considered equally important and provided constant training, motivation, and guidance. We possess a dedicated staff of the highest caliber dedicated to making our business a success. We ensure that every employee has the opportunity for maximum professional development. To achieve this goal, we seek to provide challenging work prospects for all employees.

- **Customer Satisfaction**

We are customer-driven; we go the extra mile to make sure our customers' expectations are met and exceeded on every service we offer them. We try our best with the latest technology and provide customers with innovative solutions in the most cost-effective manner available.

- **Ethical Behavior**

We make it clear that being a sincere, honest, and decent human being takes precedence over everything else.

- **Safety**

We agree that the same degree of attention to detail that keeps our recipients secure often increases the quality of our work and the delivery of our services. Our attention to safety assists in the security of our most precious commodity—our citizens—as well as our customers. We will not allow schedule or cost to compromise protection.

- **Accountability**

We at Valley View Real Estate, LLC understand we are answerable for all our conduct in respect to the fulfilled obligations. We recognize that will be judged by the quality of our performance which is why we give our best.

KEY TO SUCCESS

We have decided to make this a long-term profitable business, as we plan to achieve a significant level of success in the first two years of service, the following are the keys to our performance, in our view.

- Ensure that the offered services satisfy market needs
- Strategic alliance with residents, corporations, and government agencies
- Employee achievement is rewarded with monetary rewards to boost productivity.
- Reaching the target market
- Design and implement strict financial controls and accountability
- Ensuring client satisfaction by encouraging the three most important values – quality, honor, and integrity.
- Good customer service and value
- Maintaining a respectable and untarnished reputation in the community.
- Competitive pricing and insurance scheme recognition
- Keeping track of our competitors
- Rigorous marketing and promotion
- A detailed website

BUSINESS MODEL CANVAS

<div>Key Partners</div> <ul style="list-style-type: none">• Clients• Strategic partners• Server and webpage host <div>Key Resource</div> <div>Human Resource</div> <ul style="list-style-type: none">• Donnie Reyes (Owner) <div>Computer/Technological resources:</div> <ul style="list-style-type: none">• Computer• Internet	<div>Key Activities</div> <ul style="list-style-type: none">• Provide affordable housing and various empowering skills to low-income earners in Fontana, Ca• To create opportunities for our client to achieve self-sufficiency and economic independence• provide pathways for people to enhance their quality of life• To develop a friendly and developing environment• Providing tiny homes for homeless• Marketing• Creation of jobs for the people of Fontana, CA	<div>Value Proposition</div> <ul style="list-style-type: none">• Focus on Client satisfaction• Unique features• Clients' expectations are met promptly.• Experienced and creative team members• Deploying integrated, long-term strategies• Transparency and integrity of action	<div>Customer Relationship</div> <ul style="list-style-type: none">• Physical meetings• Company’s website• Social networks: Facebook, Twitter, Instagram, Snapchat, etc. <div>Channel</div> <ul style="list-style-type: none">• Company’s website• Physical meetings	<div>Customer Segment</div> <ul style="list-style-type: none">• Low-income earners (Male and Female)• Homeless• California• USA
<div>Cost Structure</div> <ul style="list-style-type: none">• Infrastructure cost• Utility cost• Supplies cost• Marketing cost• Traffic/web content cost		<div>Revenue Stream</div> <ul style="list-style-type: none">• Fund from grant• Fund from investors• Construction of affordable housing for clients• Fund from sales/rent or lease of affordable houses• Real estate consultancy and advisory services		

COMPANY OVERVIEW

COMPANY DESCRIPTION

Valley View Real Estate, LLC is going to offer varieties of services within the affordable housing industry in the United States. Our intention of starting our company is to favorably compete with leading players in the affordable housing cum real estate industry in the United States of America.

Valley View Real Estate, LLC aspires to be a great business by focusing on customer service, utilizing the staff's expertise of the items sold, and using friendly faces as part of the service team. A team of experienced business professionals, led by entrepreneur Donnie Reyes, is behind Valley View Real Estate, LLC. Reyes experience as an entrepreneur and sales manager gives him a significant competitive advantage and aids in the success of the company. Reyes recognizes the importance of establishing and achieving realistic sales goals, and He will go to any length to ensure the store's success. Reyes is a businessman with a heart of gold. He likes to help and is eager to create a friendly and warm community for his clients.

Valley View Real Estate, LLC is well prepared to make profits from the industry and we will do all that is permitted by the law in the United States to achieve our business goals, aim, and ambition. Our business offerings are listed below;

- Construction of affordable housing for a wide range of clients
- Renting, selling, and leasing affordable housing
- Real estate consultancy and advisory services

REGISTERED NAME AND CORPORATE STRUCTURE

Valley View Real Estate is a company incorporated as a limited liability company in Fontana, California under the corporate laws of the United States. We will apply for trademark protection as we secure funding to protect our unique trade identities to continually distinguish ourselves from other organizations in the same industry as us.

THE FINANCING

The founders of the company require funding of \$5,000,000 and all potential funding avenues will be approached to achieve funding. We intend to leave the options open to see that all the services highlighted for the company come to fruition. Over the next two years, the company will be growing its operations and plan to set up branches in other parts of the US. The funding obtained will be crucial in the payroll, marketing, maintenance, and administration costs that keep the company in operation.

COMPANY LOCATION AND RESOURCES

Valley View Real Estate, LLC is located at 13752 balboa ct Fontana CA, 92336, USA. This location is suitable for the company's services because 11.4% of Fontana, CA residents had an income below the poverty level in 2019. All activities of the company remain at our office and online.

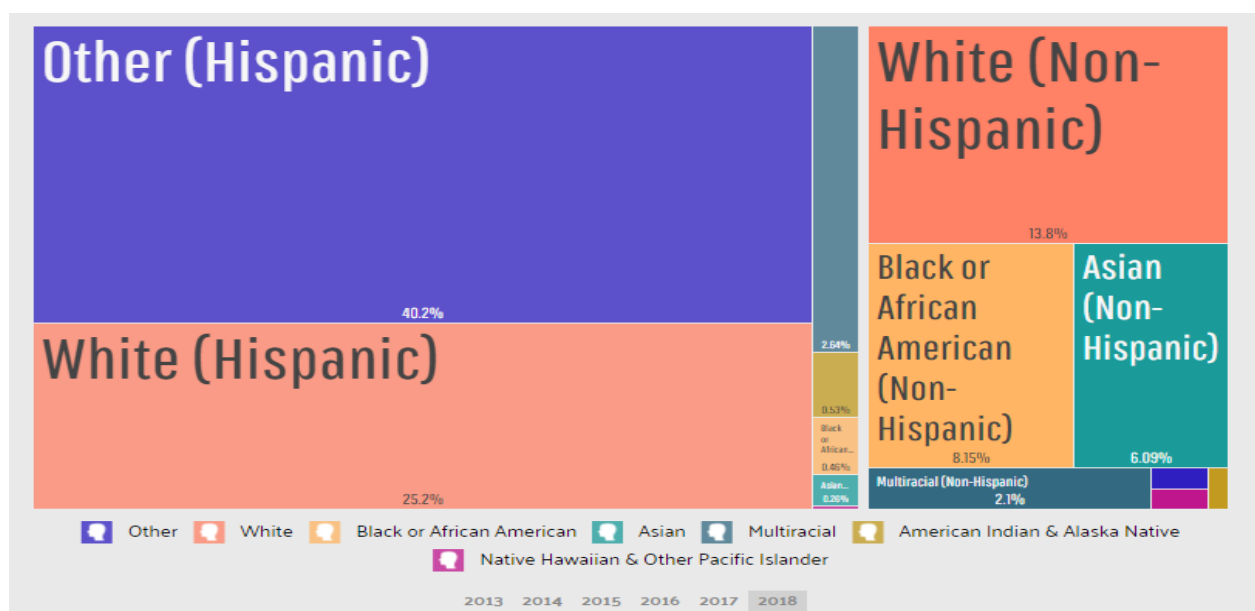
The business terrain is very friendly and the company is bound to grow at a significant pace in years to come. Considering the tax, government policies, and economic viability of businesses in Fontana, California our business is viable in our chosen environment and will further aid our quick expansion to other states. Below are the resources which are used by the company:

- Human resources
- Company web platform
- Computer/internet
- Infrastructure

DEMOGRAPHIC ANALYSIS OF FONTANA, CA

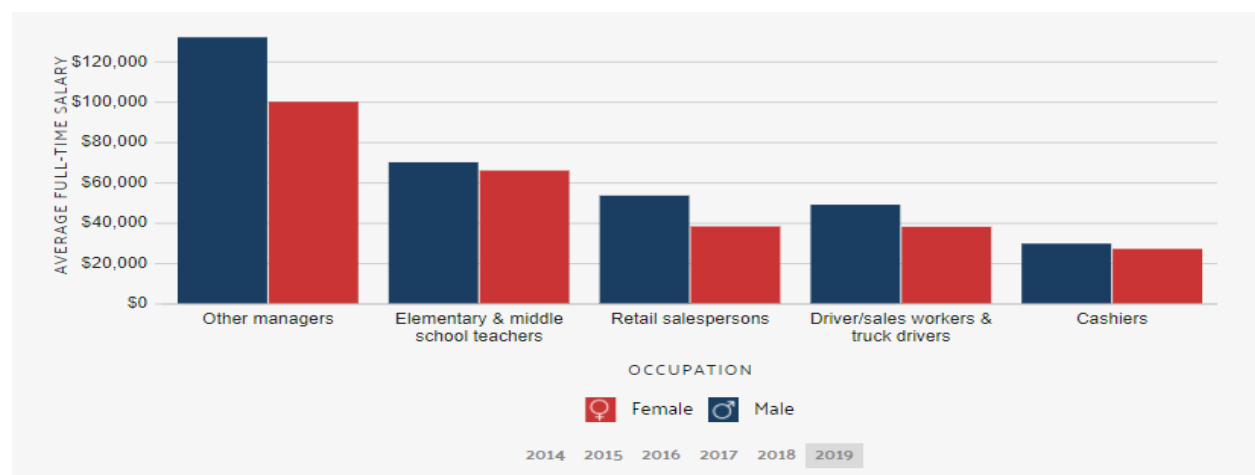


In 2018, Fontana, CA had a population of 209k people with a median age of 30.8 and a median household income of \$70,789. Between 2017 and 2018 the population of Fontana, CA grew from 207,086 to 208,943, a 0.897% increase and its median household income grew from \$68,304 to \$70,789, a 3.64% increase.



The 5 largest ethnic groups in Fontana, CA are Other (Hispanic) (40.2%), White (Hispanic) (25.2%), White (Non-Hispanic) (13.8%), Black or African American (Non-Hispanic) (8.15%), and Asian (Non-Hispanic) (6.09%). 0% of the households in Fontana, CA speak a non-English language at home as their primary language, and 85.8% of the residents in Fontana, CA are U.S. citizens.

In 2018, the median property value in Fontana, CA was \$351,700, and the homeownership rate was 64.6%. Most people in Fontana, CA drove alone to work, and the average commute time was 31.9 minutes. The average car ownership in Fontana, CA was 2 cars per household.



The median household income in Fontana, CA is \$70,789. In 2018, the place with the highest Median Household Income in Fontana, CA was Census Tract 20.10 with a value of \$124,620, followed by Census Tract 20.38 and Census Tract 20.37, with respective values of \$106,300 and \$99,414. Males in California have an average income that is 1.26 times higher than the average income of females, which is \$62,156. The income inequality in California (measured using the Gini index) is 0.499, which is higher than the national average. The economy of Fontana, CA employs 96k people. The largest industries in Fontana, CA are Retail Trade

RISK AND MITIGATION RISK STRATEGY

Uncertainty is a potential, unpredictable, and uncontrollable outcome; the risk is an aspect of action taken despite uncertainty. Risks come in the way of businesses too. The following table analyses the possible risks and the mitigation strategies adopted by the company:

TYPE OF RISK	RISK	MITIGATING STRATEGY
COMPETITIVE RISK	Declining business revenue or margins due to the actions of competitors	<ul style="list-style-type: none"> • Invest in intelligence tools, e.g., social media monitoring • Improve competitive analysis • Offer superior services which will increase revenue • Build networks and spur strategic partnerships with relevant brands and influencers in strategic locations • Implement effective marketing strategies to attract clients
DIGITAL PLATFORM RISK	Technical break down of the company's or website	<ul style="list-style-type: none"> • Engage in in-house maintenance services • Have a contract with a tech company that offers 24/7 maintenance service • Train employees on essential maintenance and employment of in-house tech expert
COMPLIANCE RISK	Exposure to legal penalties, financial forfeiture, and material loss an organization faces when it fails to act following market laws and regulations, internal policies, or prescribed best practices.	<ul style="list-style-type: none"> • seek legal advice on new legislation, market-specific regulations • Employee training and refresher courses • Implement more quality and safety checks
CASHFLOW	Insufficient funds to meet financial obligations	<ul style="list-style-type: none"> • Review cost • Improve cash flow management • Use of accountancy software • Careful use of long- and short-term financing

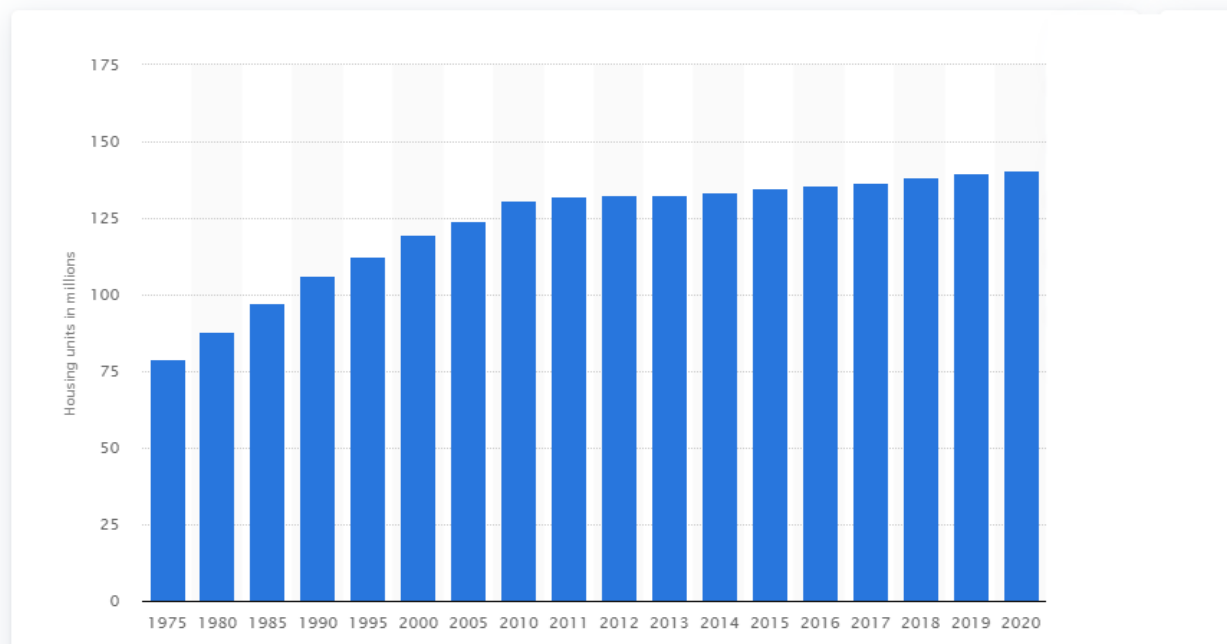
MARKET ANALYSIS

INDUSTRY OVERVIEW

Affordable community houses are ones that are classified by the national government or a local government by a recognized housing affordability index as being affordable to individuals with a median household income or less. The World Bank and the United Nations endorse the Median Multiple indicators, which measures housing affordability by dividing the median house price by the gross [before tax] yearly median household income.

Affordability is mostly determined by one's income, not by the cost or availability of housing. The distribution of income is a fundamental factor in the quantity and quality of housing available in a market economy. The changing correlations between home prices and rentals, as well as between house prices and income, can be used to gauge housing affordability.

Number of housing units in the United States from 1975 to 2020 (in millions)



The graph illustrates the total number of housing units in the United States from 1975 to 2020. In 2020, there were approximately 140.8 million housing units in the United States. Growth in the number of housing units has been leveling off over time as has the number of households. However, the most significant change which has occurred pertains to the type of housing occupancy, either owner-occupied or renter-occupied. In the years after the financial crisis, the number of owner-occupied units stalled, while the number of renter-occupied units was on the rise. In recent years, this trend has reversed, showing that homeownership is still integral to the American Dream. In 2020, the number of house sales spiked and exceeded 2007 levels. Despite the economic uncertainty that the coronavirus (COVID-19) pandemic brought, many Americans saw their homeownership plans get more serious than before.

As of 2016, nearly 44 million Americans were burdened by the cost of housing, a figure which has been on the rise since 2003. A 2018 survey found that more than a third of those renting a home did not own a home because they couldn't afford one. American Millennials spend nearly half of their income on rent on average. When Baby Boomers were between the ages of 22 and 30 years, they only spent about 36 percent of their income on rent. One of the ways to fix this crisis is to provide more affordable housing.

If you are a close watcher of the real estate industry, you will agree that the demand for affordable housing will get a boost from economic recovery over the next five years. Despite the fact the weak housing market has hit industry businesses hard, the reinforcement of housing and the rising number of existing home sales will contribute to growth. Mortgage lending rates will continue to remain tight and hamper revenue; however, the industry is poised

for a recovery. Experts projected that the real estate industry's recovery will be driven by improvements in employment and per capita disposable income.

The Bureau of Labor Statistics (United States of America) projects 11.1 percent job growth for the real estate industry between 2012 and 2022, which is about as fast as average. During that time, an additional 38,000 jobs will open up in the industry, hence any affordable housing construction company that is well equipped and positioned will surely rake in huge revenue from this industry within this period.

Some of the factors that encourage entrepreneurs to start their own affordable housing company are that the business is highly profitable and an aspiring entrepreneur can successfully launch the business if they have a pool of cash.

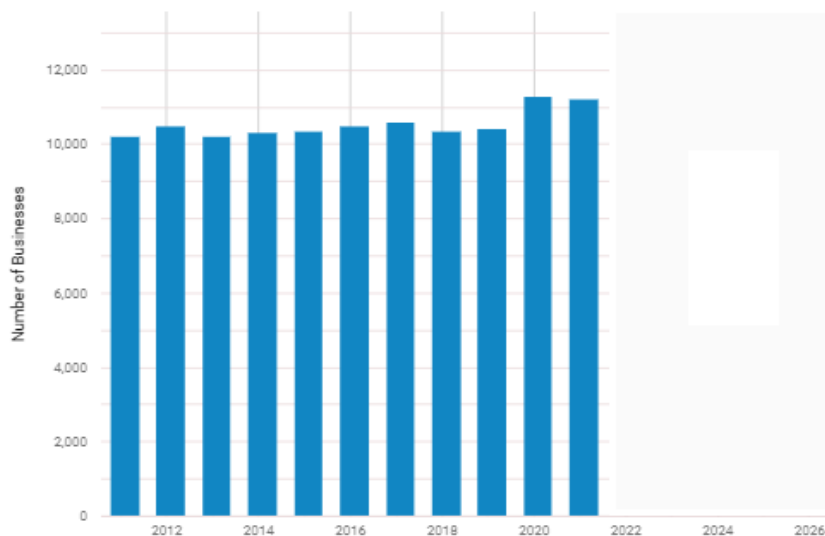
The U.S. housing market was both a trigger for and significantly impacted by the 2007-2009 recession. Very attractive house prices, low mortgage interest rates, and low standards for mortgage loans resulted in the growth of subprime debt, which meant that many homeowners struggled to afford their mortgage payments when the downturn began. However, the housing market has since recovered.

The U.S. house prices, as reflected by the S&P/Case Shiller U.S. National Home Price Index grew rapidly from 2000 to 2006, when they reached their peak, and then started to fall in the following years. The house price growth trend began in 2012 again and since 2016 the house price index has exceeded its value from 2006. In 2018, the average new home was sold for 385 thousand U.S. dollars.

The U.S. housing market reached its trough in 2011, and the volume of home sales began to increase again. There were 683 thousand houses sold in the United States in 2019 - the largest figure since 2008. However, the U.S. homeownership rate has been on a decline since 2005 and amounted to 65.1 percent in 2019.

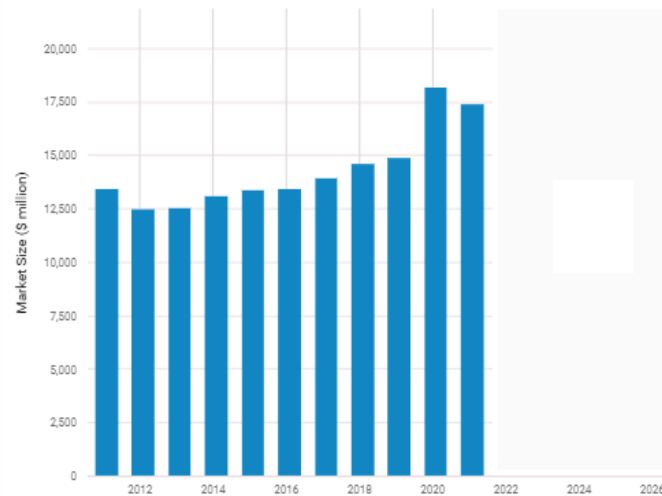
Home flipping is a real estate term that refers to the practice of an investor buying properties with the aim of reselling them for a profit. In 2017, the number of single-family homes and condos flipped reached 207,000 in the United States. The leading house flipping markets by gross return on investment were concentrated on the east coast in the first quarter of 2018. East Stroudsburg, Pennsylvania led with a gross ROI of 164.1 percent in that period.

Community Housing & Homeless Shelters in the US - Number of Businesses 2005–2027



As of 2021, there are 11,241 community housing and homeless shelters firms in the United States, with a negative growth rate of -0.4%. Community housing and homeless shelters experienced annualized business growth of 1.4% in the United States from 2016 to 2021.

Community Housing & Homeless Shelters in the US - Market Size 2005–2027



In addition, the market size for Community Housing & Homeless Shelters in the United States in 2021 is \$17.4 billion, with a -4.3% growth rate.

Summary of housing statistics in the United States

There is an affordable housing crisis. Communities across the country are facing low-income housing shortages – there is not a single county in the United States that can fill 100% of its low-income population’s need for safe, affordable housing.

- 46 million people live in poverty in the United States. This number has increased 38% over the last 13 years – the highest rate in almost 60 years.
- More than 11 million Americans now pay more than half their salaries for their monthly income for rent. This rate has increased more than 30% over the last five years, which is also a record high.

- One in four housing markets not affordable by historic standards; new 2016 data from ATTOM Data Solutions shows 24% of US counties are now less affordable than last year at 19%.
- 15 million children (or 21% of all children) live in families with incomes below the federal poverty level.
- Poor housing and poor health are tied together, especially with children. When homeless or low-income families have to compromise on housing, their health declines including worsening asthma and allergies tied to poor housing conditions; pests; molds, and chronic dampness; lead exposure and increased accidents/injuries from exposed wiring and other needed repairs.
- Millions of Americans are struggling to afford a place to live. In order to afford a modest, two-bedroom apartment in the U.S., renters need to earn a wage of \$20.30 per hour. In six states and the District of Columbia, they need to earn more than \$25 per hour.
- US minimum wage is \$7.25/hour. A renter would need to work 90 hours per week to afford a one-bedroom rental home at the Fair Market Rent and 112 hours per week to afford a two-bedroom.
- On average, there are only 28 adequate and affordable housing options for every 100 extremely low-income households.
- 30% of chronically homeless people have serious mental health issues.
- 50,000 veterans are homeless in the United States and 1.4 million are considered at risk of homelessness due to poverty, lack of support systems, and poor living conditions.

Market Trend

Housing decision-making is influenced by a wide range of economic, social, and psychological factors. Some households, for example, may choose to spend more on housing because they believe they can afford it, whereas others may have no choice but to stick to affordable housing through mortgages. Market forces, policy decisions, and demographic changes have converged, making it more difficult to increase affordable housing for renters.

Another noticeable trend among affordable housing construction businesses in the United States is that the majority of them are inventing new ways to make money in the real estate market. In reality, they also serve as property developers and house staging consultants, among other things.

One thing is certain for every affordable housing construction company; if they are hardworking, creative, and proactive, they will always generate enough income to meet all their overhead and operational cost, keep their business going without struggle, and make reasonable profits from all business deals that they are involved in.

Our Target Market

As an affordable housing construction company, our target market cuts across the median and low-income earners. We are coming into the real estate industry with a business concept that will enable us to work with a wide range of clients at an affordable price.

We have put plans in place to recruit freelance agents (brokers) nationally to represent our business interests wherever they are located in the United States of America. Below is a list of the people and organizations that we have designed our services for;

- Families
- individuals
- organizations
- Etc.

Our Pricing Strategy

Part of our company approach is to ensure that we operate within the budget of our potential clients to help them reach their expectations. It is usual in most areas of the world for properties to be valued by professionals depending on the location the facility is located, the type of facility, and other considerations.

Since we are not directly in control of the pricing system in the real estate industry, we can only abide by what is obtainable when fixing a price for affordable housing.

Payment Options

At Valley View Real Estate, LLC our payment policy is all-inclusive because we are quite aware that different people prefer different payment options as it suits them but at the same time, we will not accept payment by cash because of the volume of cash that will be involved in most of our transactions.

Real estate transactions frequently involve large sums of money. Valley View Real Estate, LLC will provide the following payment alternatives to its clients:

- Payment by via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via bank draft

SALES AND MARKETING STRATEGIES

The marketing strategy for Valley View Real Estate, LLC is going to be driven basically by excellent client service, honesty, and quality service delivery. We will ensure that we build a loyal client base. Our sales, advocacy, and marketing team will be recruited based on their vast experience in the industry and they will be trained regularly to be well equipped to meet their targets and the overall goal of the company.

Our goal is to grow Valley View Real Estate, LLC to become the leading Community Housing Construction Company while being a catalyst for positive change in California, United States which is why we have mapped out strategies that will help us take advantage of the available market and grow to become a major force in the industry.

PROMOTIONAL, ADVERTISING, AND MARKETING PLAN

MARKETING OBJECTIVES

- To increase brand awareness and improve brand equity
- To increase the market share
- Ensure affordable housing programs are allowed directly from the street
- Expand to other key cities in the country
- To improve marketing strategies for higher ROI in marketing efforts
- To improve clients service and increase clients retention

MARKETING STRATEGIES AND IMPLEMENTATION

OFFLINE		ONLINE	
<ul style="list-style-type: none">• Partnership and network• Referral• Event Marketing• Direct Marketing• Print Media		<ul style="list-style-type: none">• Website• Search Engine Optimization (SEO)• Social Media Marketing• Email Marketing• Banner Ads• Blogging	
ACTION: Partnership and Networks			
TIMEFRAME: This should be done quarterly and continuously, respectively.			
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS	
<ul style="list-style-type: none">• Events• Speaking Engagements• Networking and collaboration	<ul style="list-style-type: none">• Setting Goals and Expectations for the event• Building an Event Mission Statement• Organizing events and attending relevant events	<ul style="list-style-type: none">• Build and improve brand awareness• Lead generation• Improve client engagement• Enhance client Loyalty with Real-Time Experiences	

	with the target market <ul style="list-style-type: none"> Publicize event in CA, US Engage attendees interactively Manage guest lists for lead generation 	<ul style="list-style-type: none"> Improve long-lasting relationships with clients Sales or pipeline acceleration
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ACTION: Partnership and Networks and Direct Marketing

TIMEFRAME: This should be done continuously and subject to review at least once a year

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> Partnership and networks Direct Marketing 	<ul style="list-style-type: none"> Working with affiliates, partners, businesses, corporate organizations will help us get established in the new market niche Harnessing personal networks to grow a business Personal contact with sales executives and other active players in the sales and marketing sector 	<ul style="list-style-type: none"> Generate leads and recruit clients Build relationships with new clients Test the appeal of our service Increase the volume of sales Increase loyal client base and a better overall reputation

ACTION: Internet and Online Presence

TIMEFRAME: This should be done within the first three (3) weeks of plan execution.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> Website Social Media Accounts Blog Listings and Directories 	<ul style="list-style-type: none"> Create a company website with fascinating features and contents Integrate it with appealing designs and features 	<ul style="list-style-type: none"> Brand campaign and publicity. Business visibility Builds authority in the industry Improves conversion rates Generate inbound links

	<ul style="list-style-type: none"> • Revamping of business on Social Media Accounts – Facebook, Instagram, Twitter, YouTube, Pinterest. • Listing to the company on online directories and listings 	<ul style="list-style-type: none"> • Rank for long-tail search queries • Business followership • Available platforms for business transactions, promotions, and marketing
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ACTION: Content creation and Marketing.

TIMEFRAME: This should be done at least two (2) times a week

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Website • Social Media Accounts • Blog • Listings and Directories 	<ul style="list-style-type: none"> • Creative use of keywords • Regular update of contents. • Creative use of hashtags. 	<ul style="list-style-type: none"> • Better visibility through organic searches on search engines • Increased traffic on the website • Increased client base • Improved brand awareness and recognition • Creates loyalty and trust, with both current clients and prospects • Build brand equity, authority, and credibility • Better ranking of the website • Positions our business as an expert in the industry

ACTION: Email Marketing

TIMEFRAME: This should be done monthly, depending on relevance.

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> • Across contact points. 	<ul style="list-style-type: none"> • Gathering database and emails of website visitors and customers. • Automatically follow up an email campaign • Reach out to each client via 	<ul style="list-style-type: none"> • Market recognition with the target audience. • Targeted and personalized content • Build brand credibility and better brand recognition • Stronger client relationships

	email at the end of each day or project • Automated review requests	• Boost sales • Increased traffic to our website
ACTION: Google Ads; Social Media Ads; Online Reviews. TIMEFRAME: This should be done each month		
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
• Google Ads • Facebook Ads • Online reviews	• Creating Ads • Pay for Ads • Post Ads on platforms • Place Ads where the target audience are likely to be	• Increased brand awareness • Increased followership. • Increased engagement. • Improved visibility of the brand. • Outrank competitors
ACTION: Print Materials; Signage TIMEFRAME: This should be done continuously and subject to review at least once a year.		
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
• Business cards • Brochures	• Printing of materials with the company's name, logo, contact information, and business description. • Mailing and distribution of materials to the target audience.	• Improved brand popularity. • Business visibility. • Increased sales volume. • Increased website traffic.
ACTION: Referrals TIMEFRAME: This should be done continuously and subject to review at least, thrice a year		
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
• Online • Offline	• Clients and website visitors will be requested to make referrals	• Increased client loyalty • Improved brand popularity • Increased sales volume

SWOT ANALYSIS

Valley View Real Estate, LLC will carry out an equitable SWOT analysis to develop a strong business strategy, compete ethically in the competitive environment, and steer a thriving business.

The SWOT analysis stands for the Strength of the company, its Weakness that needs to be worked on, Opportunities up for grab, and the Threat against its existence.

STRENGTH

- Uniquely set up strategies for market penetration in each sector of the industry
- High-quality service
- Innovation
- Expertise
- Integrity, passion, and commitment
- Highly qualified and trained staff
- Robust network and partnership
- Excellent location for market penetration

WEAKNESS

- Low brand recognition
- Lack of funds to meet up with necessary expenses

OPPORTUNITY

- Market availability
- Technological advancement offering improvements to web platforms
- Growing demand for our services

THREATS

- Government policies
- Economic downturn
- Legal and regulatory issues
- Over-population of shelter

WEAKNESS AND THREAT MITIGATION

- Secure necessary funding
- Maintain an excellent relationship with clients
- Ensure quality services is maintained
- Employ constant market research to gain adequate market insights

MANAGEMENT SUMMARY

Donnie Reyes is the director of the company. He is saddled with the responsibility of making executive and administrative decisions as regards the operations and functionality of the Organization. He is a very creative, forward-thinking, strong, hands-on team leader, highly efficient, and results-oriented with exceptional management and organizational skills. He also has exceptional interpersonal skills combined with a proven ability to drive profitability, manage and nurture talent, deliver sales growth, form strategic partnerships, and successfully implement challenging projects. He is an expert in executing team-driven process improvements to increase revenue growth, operational efficiency, and excellent stewardship of revenue. He also has a strong customer service orientation to work effectively with employees, the company clients, and others.

EXTERNAL PROFESSIONAL RESOURCES

- A corporate lawyer will be hired from time to time to offer legal advice and services to the company. This will include the examination of each contract signed on behalf of the company by the CEO and other delegated staff.
- An accountant will also be hired to consider the financial viability of the company and to offer relevant accounting services that would further propel the company to attain a positive financial state.