



RENOVATE U



R.S.K. Renovations LLC
2929 Sunset Drive
New Smyrna Beach, FL 32168
(386) 689-8784/FAX: (386) 663-7004
<http://www.RenovateU.com/>

Meet Richard S. Kemp
(Owner and Sole Proprietor of Renovate U)



Hello! Thank you for your interest in Renovate U, a new concept in real estate marketing.

In the ever-changing real estate market, you must keep one step ahead of the competition. The slow-down in the sales of existing homes in 2006 has led to an increase in the inventory, unheard of in recent times. Many of these homes are in dire need of updating and/or curb appeal to compete with the many newly constructed homes in the area.

Renovate U is the third arm of my existing business, which is comprised of RSK Renovations LLC and RSK Property Investment Company LLC. We are currently renovating our own properties and building new single family homes. During the last five years, we have renovated and sold 25 homes in the New Smyrna Beach area. I invite you to visit one of our current projects, to see if this product is something that may appeal to you!

I am a native of Great Britain and came to the United States in 1989 to complete a Masters degree in education. I moved to Florida from Minnesota with my family, after a 20 year career in teaching, to begin a beach rental business (having gotten the sand between my toes!).

Before entering college, I learned in my family's wholesale and marketing enterprise, some basic business principles that I apply today: Honesty, Fairness, and Integrity with Low Overhead is a "WIN, WIN" solution!

We are proud of the standard of excellence that we have achieved with our own properties; and now offer this same high standard of craftsmanship to "U".

Mission Statement

Our goal is to provide a valuable service to the local real estate market, by enhancing the marketability of a slow-selling property in a challenging real estate environment.

Motto

“Ready, Set, Sell”

KEY ELEMENTS

- **Multi-Faceted Project Coordination**
- **Skilled & Reliable Staff**
- **Update and Modernize**
- **Develop a Visually Pleasing Entrance**
- **Design an Attractive Landscape**
- **Remove Clutter and Debris**
- **Produce a Turnkey Property**
- **Increased Property Value**
- **Guaranteed Date of Completion**
- **Re-Introduce a “Finished” Product to the Real Estate Market**
- **Tax Deduction on Capital Gains**



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Proposal

Client: John Doe

Site Address: 123 Sesame Street
Anywhere, US 54321

We recommend to:

Replace rotten wood by new door of garage, paint outside of house tan, eaves white, replace front door, remove screen door, paint porch, remove purple shades, replace medicine cabinet and lights, fit new shower doors, tidy up garage by removing debris and shelving, implement a landscaping plan.

Further recommendations are a new garage door (\$850.00) and work on the garage ceiling which represents a half weeks work and some materials (\$1750.00). There is considerable water damage in this area which may be a turn off to any inspector.

Market Analysis

This is a quality home on a good street suffering from a stagnant market, and a dreary first impression.

The carpet is an asset, but the home needs light and detailing. New paint. landscaping, new fixtures fittings and modernizing will make this a far more attractive purchase, in this poor market. The money spent will make this a stand out property against its competitors. This may not necessarily result in a higher price being offered but it will undoubtedly make a sale more likely. If a realtor is worth 3%, then a renovation must be worth 2% and will attain its return of \$10,000.00.

Itemized List of Renovations – Exterior/Interior

- Replace wood/materials \$200.00
- Paint outside of house \$350.00
- Landscaping/Plants \$750.00
- Sprinkler system/parts \$150.00
- New front door \$300.00
- Blinds/Faux wood \$400.00
- New handles in kitchen \$50.00
- New Fan kits x 5 \$200.00
- New light fixture \$150.00
- 3 Mirrored closet doors \$350.00
- 2 Shower doors \$700.00
- 1 Medicine cabinet \$200.00
- Paint Interior \$200.00

\$4,000.00

10% Handling Fee 400.00
Subcontracted Labor (40 hours) 6,000.00

TOTAL \$10,400.00

Commencement Date: November 27, 2006

Completion Date: December 8, 2006

AGREED AND ACCEPTED:

Consultant: _____ Client: _____

Date: _____

Consultant Fees Cover

- **Personal Involvement on a Daily Basis**
- **Professional Coordination Skills**
- **On Site Management of Staff**
- **Vision of Finished Product**
- **Local Permitting Requirements**
- **Local Procurement Skills**
- **Horticultural Experience**
- **Marketing Expertise**
- **Local Real Estate Knowledge**

TERMS

- Costs of renovation held by Renovate U until closing.
- Consultant fees and all other costs must be repaid at closing or within 6 calendar months of completion of the work.
- Actual costs and consultant fees to be under contract prior to work being undertaken.
- A Notice of Commencement of work will be submitted.
- All work will be non-permitted, "renovations" consisting of maintenance and repairs, not to exceed the limitations contained in Florida construction laws.
- If necessary, permitted work would be contracted out to certified licensed and insured companies, i.e., air conditioning and electrical repair.
- 10% additional charges will be made for subcontracted work.
- All changes to the contract will result in an Addendum being signed and settlement figures rolled over. No change in original fee will be made.
- After six months, should there be no sale, the consultant fee, plus the total of the costs must be paid in full and based upon the listing price.