



RESTORE. RENEW. REVIVE. REINVEST.

BUSINESS PLAN

Prepared For
ReVest Realty, LLC

Columbus, Ohio





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EXECUTIVE SUMMARY

Established in July 2021, ReVest Realty, LLC is located in Columbus, OH. The company's primary goal from the very beginning was to positively impact entire communities by upcycling dilapidated real estate while educating future generations for a lifetime of success through key partnerships focused on building critical life skills. Still driven by these principles, ReVest Realty, LLC recognizes the importance that housing keeps up with the demand of growth without sacrificing the unique historical richness for which the City is known AND ensuring its citizens benefit from each investment.

As the largest city in the State, Columbus' increase in housing instability for its residents has made affordability more challenging for some of the most vulnerable residents; namely youth aging out of the foster care system, those experiencing homelessness, justice-involved, the elderly, and veterans.

ReVest Realty, LLC desires to address these converging factors in a dynamic way - one property, one resident at a time. Each acquired and rehabbed property will provide key improvement to neighborhoods, access to quality residences or commercial spaces that enhance the community, create employment opportunities, and generate funds to enrich practical educational experiences. No community should be ravished due to ignorance and lack of resources.

**We are creating wealth out of waste and destiny out of despair.
Restore. Renew. Revive. Reinvest.**

Let's begin...

ABOUT US



ReVest Realty, LLC was established in 2021 as a sole member limited liability company. The company's purpose is to improve communities by focusing on three pillars. These pillars include real estate, youth and other vulnerable groups, and partnerships. It is important to us that residents have an opportunity to retain and enjoy their rich history. We recognize that when neighborhoods fall into despair through the loss of jobs and quality housing, safety becomes a commodity for youth and families.

We understand that these losses have been devastating to many neighborhoods in Central Ohio and we are committed to doing something about it by investing in real estate that have fallen into disrepair.

But we do not want to stop with real estate. We see a unique opportunity exists between investing in real estate and investing in youth development. As such, we believe that real estate investment can be a powerful vehicle to changing the lives of youth and other vulnerable groups in our City.

Youth should always be valued, supported, and provided opportunity to thrive as they age. Specialized programming and customized opportunities to improve their chances to overcome the devastation of poverty is our complex challenge, and we accept this challenge with joy.

We believe in the ability to create wealth out of waste and destiny out of despair by Restoring, Renewing, Reviving, and ReinVesting in communities and people.



Youth Promise



◆ Mission

To positively impact entire communities by upcycling dilapidated real estate and educating future generations for a lifetime of success

◆ Vision

No community will be ravished due to ignorance and lack of resource.

◆ Values

I = Inspiring...

G = Genuine...

N = Nurturing...

R = Responsible...

T = Transparent...

I = Innovative...

E = Evolutionary...

T = Timeless...

Y = Young (at heart)...

WHAT WE DO?



01

Acquisition

Acquire dilapidated desolate properties that just need some TLC with a particular focus on historical properties and those that have other significance to the surrounding community.

02

Asset Management

Asset manage properties for community use in an affordable and equitable manner. Funds generated by the renovated properties are poured back into the community for programming that support its unique needs

03

Assurance

Assure vulnerable communities (i.e. youth aging out of foster care, experiencing homeless, or justice-involved) have access to the benefits that redeveloped properties offer such as safe living environments, education, and employment

COLUMBUS WESTSIDE CHALLENGE



To create wealth out of waste and destiny out of despair by Restoring, Renewing, Reviving, and ReinVesting in dilapidated real estate, the City's youth, and the communities in which we live.

Challenge 1:

Columbus' westside is home to nearly 72,000 residents. Many residents are at or below the federal poverty level and cannot keep up with the rising cost of housing. Homelessness is on the rise in the City and the westside is seeing the brunt of homelessness' injustice.

Challenge 2:

Real-life and Real-time educational, employment and lifeskills opportunities are needed on Columbus' westside for vulnerable youth and other vulnerable populations to increase their chances at becoming self-sustaining and productive individuals starting as early as 14 years old.

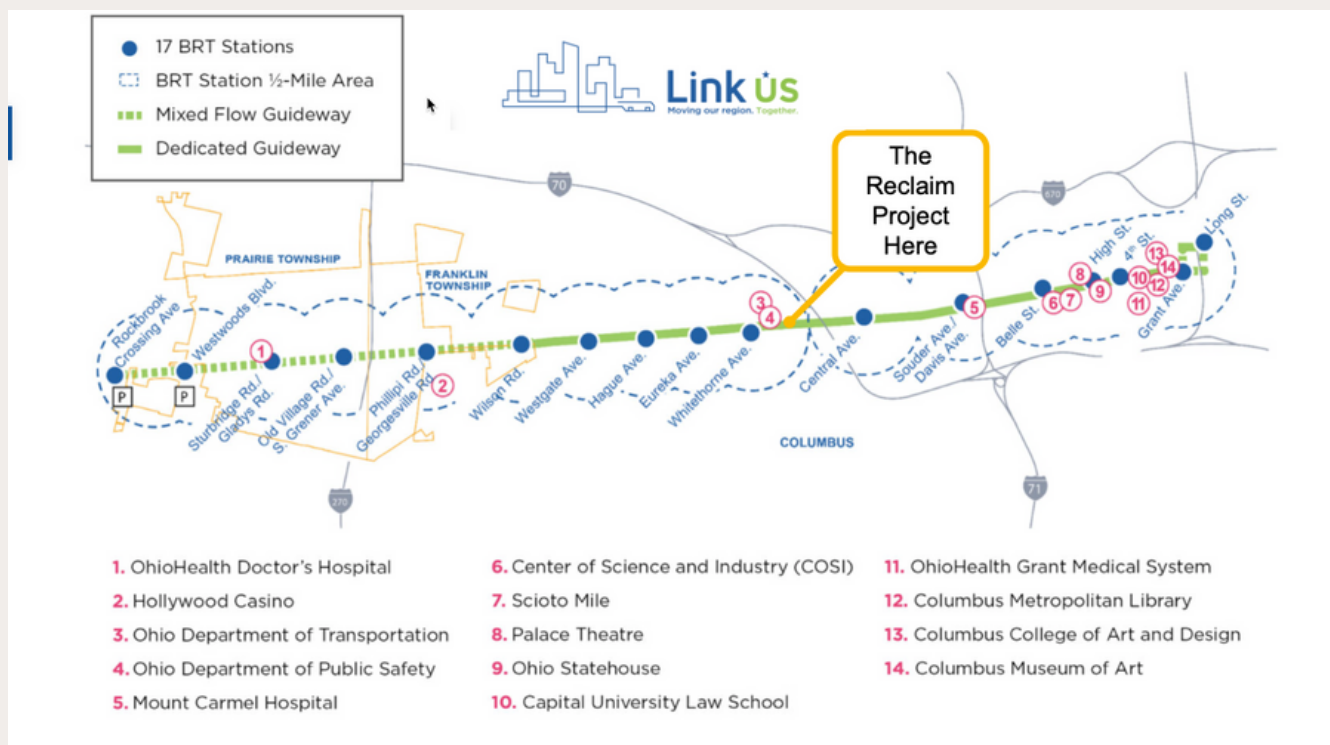
Challenge 3:

Columbus' westside has experienced a decline in quality housing over the many past decades. High-impact community partnerships - working with local officials and neighborhood associations are needed to improve housing inventory for westside residents

ALIGNMENT WITH CITY OF COLUMBUS INITIATIVES: WESTSIDE IMPACT



A collaborative city plan was developed in 2019 to address growth and planning. Identified areas of consideration include education, safety, housing, and economic development. The Plan was a resident-driven planning effort designed to establish a vision for shared prosperity and growth based on the concerns, needs and aspirations of the community.



REVEST REALTY, LLC RESPONSE TO CHALLENGES 1, 2, 3:

Capitalizing on some City of Columbus initiatives to impact the westside, ReVest Realty, LLC is seeking partnerships with culinary arts schools to specifically support youth and other vulnerable populations located on the westside. City of Columbus has made a concerted effort to improve transit to and from the westside with the goal of increasing employment access for westside residents.

*“While resources exist in Columbus to connect job seekers with training and employment, offering a physical space for these services in the Hilltop focus area would be a transformational step to bring opportunity within reach.” **Envision Hilltop (2019)***

WESTSIDE MILESTONES

ReVest Realty, LLC has acquired several properties on the Columbus’ westside since its inception. Properties include single-family and mixed-use units. Most notably, the mixed-use property in the Greater Hilltop area requires significant renovation and has potential for major impact to youth and the local community related to employment, life skills training, housing, and revitalization at the gateway to the west side of Columbus - a strategic location for changing the outlook of this side of town.

2021

In July 2021, ReVest Realty, LLC acquired a very unique turn-of-the-century mixed-use property that had been in disrepair since the 1970s. The property is located in an Opportunity Zone - recognized by the City of Columbus as an area ripe for the revitalization of businesses.



2022

After a great deal of planning, partnering, and presenting, the plans to develop **The Reclaim Project**, which includes a rooftop restaurant and event space and three adjacent residences was unanimously approved by the City of Columbus and neighborhood council members, in May 2022.



The Reclaimed Dugout: A Social Eatery and Event Space

Reimagined space that will house a rooftop restaurant. The space will be provide real-life/real-time life skills training for youth and other employees. Through partnerships with local culinary schools, youth will have a chance to build skills in an exciting trade, learn management skills and earn high school credits towards graduation, while earning money to sustain themselves. This is particularly important for those youth who find themselves without an parent or other caring adult to support them throughout their high school career.

Construction Start Date (projected):	02/29/2024
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Construction Completion Date (projected):	09/30/2024
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Steps To Make Goal 1 Happen

1. Engage in a successful capital campaign to help raise funds for construction costs
2. Solidify partnerships with culinary arts schools and identify student participants
3. Sign contractor agreements for construction
4. Submit application for building permits and finalize designs

◆ Things To Think About

Community involvement has already been sought, feedback obtained and entire project approved for development. Many, including City Councilmen, believe this project to be a catalyst to realizing major movement towards improving the westside. Most importantly and excitingly, **revenues** from food sales and event rentals will be allocated **back into the culinary school to support students' education and program sustainability**. Key partnerships will be important at this level to ensure students have access to real-life, real-time life skills training and other important supports.

The Reclaimed Hill House

The Reclaimed Hill House is a residential dwelling sitting right above the proposed restaurant and event space. The house was originally a single-family home. However, it is well-suited to be reimagined into a upper and lower duplex apartment building. Both apartment will be outfitted with two well-appointed bedrooms, a full bathroom, laundry unit, and open-concept living room kitchen. While there is little left of the original design, what is left of the original building will be preserved. Likewise, if there is opportunity to recreate parts that have been removed or damaged, every effort will be made to do so.

Construction Start Date (projected):	02/29/2024
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Construction Completion Date (projected):	08/31/2024
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Steps To Make Goal 2 Happen

1. Engage in a successful capital campaign to help raise funds for construction costs
2. Sign contractor agreements for construction
3. Submit application for building permits and finalize designs
4. Begin marketing apartments for rent

◆ Things To Think About

The Reclaimed Hill House apartments are ideally situated for individuals and small families who need affordability and access to employment. Families or individuals living in these homes will have immediate access to employment in the The Reclaimed Dugout and will not have to worry about transportation barriers. They will have access to life skills training as well. Equally exciting, the rents they will pay will roll back into programming and running the entire project - **building in sustainability of the project from the beginning!**

The Reclaimed Carriage House

The Reclaimed Carriage House is the third and final building on the property. It has been the most developed thus far, with detailed blueprints and permits already obtained. It too will boast of a two bedroom, full-bath, and laundry facility home. Additionally, its extended roofline and ceilings will offer a loft and half bath - making it ideal as a stand-alone single-family short-term rental dwelling that can be used for guests renting out the The Reclaimed Dugout event space.

Construction Start Date (projected):	02/15/2024
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Construction Completion Date (projected):	06/30/2024
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Steps To Make Goal 3 Happen

1. Engage in a successful capital campaign to help raise funds for construction costs
2. Sign contractor agreements for construction
3. Renew application for building permits
4. Begin construction
5. Register apartment for short-term permits and on appropriate platforms

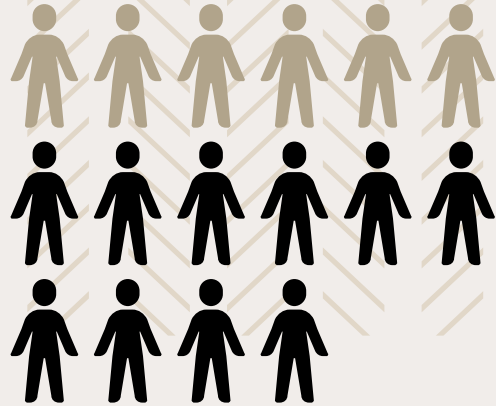
◆ Things To Think About

Setting aside this one unit as a short-term rental will increase revenues, help fund programming under the project and undergird sustainability. Because Columbus is one of the fast growing cities in the country - with many visitors or short-term assignment employees entering the City each year, and based on its convenient location to downtown and many other local attractions, this unit is well positioned as a short-term rental.

*“Workforce development efforts should focus on concentrating opportunities in specific neighborhoods experiencing poverty, not citywide.” **Envision Hilltop (2019)***

Target Market

- 2000-2500 youth (2023) identified as experiencing homelessness in Ohio
- 1,000 (approx..) teens age out of foster care in Ohio
- 360-530 youth involved in the justice system in Ohio
- 1,700+ veterans experiencing housing instability in Ohio
- More than half of westside households have less than \$15K in net worth



*“By aligning education and training providers’ training programs with employers’ needs, the workforce center on the Hilltop would address multiple issues facing those not in the labor force.” **Envision Hilltop (2019)***

The Reclaim Project: Key Projected Impact

14-26

Target Age

M/F

Males & Females

15+ hrs

Paid Internship/Work Hours/Person

\$8.0k

Monthly Income (commercial and residential rental income; additional income projected from event and food sales)



Graduation & Life Ready Students



Youth and other vulnerable groups see feasible opportunities to become entrepreneurs, contributors, and change agents in their neighborhood...



Business Revenue Plan

Post Grand Opening	Objectives	Strategy	Projected Revenue Goals Annualized
Food Sales	Become a premier breakfast/lunch destination for business professionals, City Officials, and community members to have lunch, lunch meetings, etc.	Marketing: Organic Presence, Paid Ads Sales: B2B, Partnerships, and Programs PR: Press Release, Local Newspaper (follow-up story), Advertisement, 614Magazine (follow-up story), Guest Reviews	\$1.01 mln
Residential Rental Income	Provide healthy, safe short-term and long-term residences	Marketing: Organic Presence, Advertisements Rents: Local Residents, Travelers	\$96K
Event Space Rental Income	Provide high-quality customizable event space rentals	Marketing: Organic Presence, Advertisements Rents: Local Residents, Travelers PR: Partnerships, Press Release, Local Newspaper (follow-up story), Advertisement, 614Magazine (follow-up story), Guest Reviews	\$42K
Total Projected Revenue Goals			\$1.15 mln



Felisha Lyons

Owner/CEO

Felisha Lyons - a sole owner/operator of ReVest Realty, LLC. She has spent years in leadership roles in pediatric and adult healthcare settings, non-profits, and for-profits. In these settings, she oftentimes found herself managing individuals whose role was to help mitigate the devastating effects poverty and emotional instability had on individuals and communities. Her passion for youth led her to become a foster parent and eventually adoptive parent. Just after her last daughter was placed with her, she took a leadership position in education. With this career change, she found herself responsible for the educational care of thousands of vulnerable youth in foster care, experiencing homelessness and/or justice involved.

Driven by her love for youth, architecture, and her faith in God, coupled with recognizing a unique opportunity to meld these passions, she began Revest Realty, LLC. The business creates complex, highly dynamic, and transformative systems designed to help restore communities - and the people living in them - that have been left in a state of desolation. She wholeheartedly believes that combining real estate with access to real-world educational opportunities through strategic partnerships, are seamless gifts that can completely change the trajectory of entire lives and communities.



THANK YOU

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