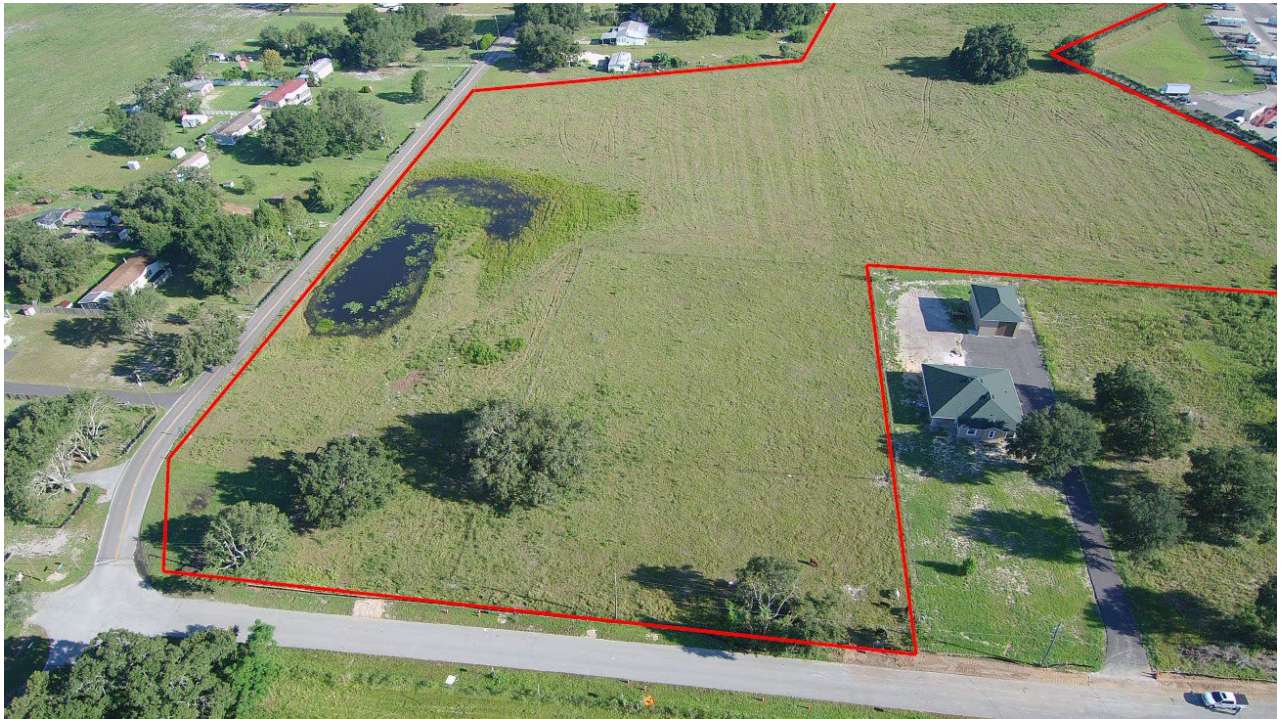




## **Preliminary Property Development Business Plan & Risk Assessment for Olympic Haines City**



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## EXECUTIVE SUMMARY

### Introduction

Olympic Group LLC is seeking additional construction funding on a new project named Olympic Haines City with 158 units approx. to be built. We have recently completed our review of the project. The market in the area for Town Homes has spiked and has become one the strongest new residential home markets in the country.

### Story

Olympic Haines City is all about building 158 units of 3- and 4-bedrooms units. Our goal is to sell these units to investors or home buyers who like the area close the major business of Posner Parka and the airport and major work providers. Our major market is workers in the area and new buyers. The project is highly suitable for Build To Rent as the desirability of the area is very high.

Today's estimates should have the land at around \$60,000 per unit making it \$9,480,000 when site is finished.

### Land Cost Evaluation

Units Sales Price:	\$360,000
Land Value at 20% of sales Price:	\$72,000
Discount:	(\$12,000)
Final Land Price per Unit:	\$60,000
Total Land Price:	\$9,480,000

## LOCATION INFORMATION

Located on the Southern side of US 27 (57,896 AADT) between I-4 and Advent Health Hospital Within 2 miles of Publix, Walgreens, Wawa, Winn Dixie, Banks, 7-Eleven, Posner Park and many more national retailers. Multiple Home Builders and multifamily units are currently being built in the area.

The site has easy access to I-4 which leads into Orlando and the nearby area attractions and employers, including the Disney World parks, Universal Studios, Seaworld, and a number of world class golf resorts and fishing lakes.





## Haines City, Polk County Florida

Located across from Advent Health Heart of Florida, there are a number of medical offices, restaurants and a Publix supermarket directly to the east of the site.

Advent Health Heart of Florida is a 200-bed acute care facility in Davenport, FL offering a full spectrum of services supported by over 200 physicians representing various medical specialties.

Centrally located in a rapidly growing residential area, growth in the northeast quadrant of Polk County is booming. The diverse, 4-square mile city sits north of I-4 near Haines City and has more than tripled from a population of 2,888 in 2010 to more than 9,000 in 2020, according to U.S. Census data.

Booming job and population growth area proximate to Orlando's Tourist Corridor and major distribution centers The forecast for the next 36 months is +/- 10,000 new single-family units in this corridor Polk County was the fastest growing county in Florida, and the 7th fastest growing county in the United States in 2021

2010 Total Population	3,982	11,416	23,994
2021 Total Population	4,742	15,668	47,613
2026 Total Population	5,095	17,646	57,150
2019-2024 Annual Rate	1.45%	2.41%	3.72%
Total Households	1,653	6,053	17,601
<b>Data for all businesses in area</b>			
Total Businesses:	74	454	1,196
Total Employees:	586	4,455	12,185
Total Residential Population:	4,742	15,668	47,613
Employee/Residential Population Ratio:	0:1	0:1	0:1
Labor Force By Occupation - White Collar	54.2%	56.7%	58.4%
Labor Force By Occupation - Blue Collar	27.0%	25.8%	21.5%
<b>Median Age</b>			
2021 Median Age	40.1	45.5	42.1
<b>Median Household Income</b>			
2021 Median Household Income	\$54,091	\$56,659	\$59,326
2026 Median Household Income	\$60,274	\$64,079	\$66,488
2019-2024 Annual Rate	2.19%	2.49%	2.31%
<b>Average Household Income</b>			
2021 Average Household Income	\$66,593	\$70,512	\$73,848
2026 Average Household Income	\$76,492	\$81,373	\$84,510
2019-2024 Annual Rate	2.81%	2.91%	2.73%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$23,417	\$26,377	\$26,904
2026 Per Capita Income	\$26,667	\$30,404	\$30,631
2019-2024 Annual Rate	2.63%	2.88%	2.63%
<b>2021 Population 25+ by Educational Attainment</b>			
Total	3,340	11,649	34,251
Less than 9th Grade	4.7%	3.3%	4.1%
9th - 12th Grade, No Diploma	6.3%	6.5%	6.0%
High School Graduate	24.0%	24.4%	24.8%
GED/Alternative Credential	4.0%	3.4%	3.6%
Some College, No Degree	23.4%	22.9%	22.9%
Associate Degree	11.9%	11.5%	10.6%
Bachelor's Degree	20.8%	20.0%	18.4%
Graduate/Professional Degree	5.0%	7.9%	9.6%
<b>2021 Population by sex</b>			
Males	2,376	7,768	23,478
Females	2,367	7,900	24,135
<b>2021 Population by Race/Ethnicity</b>			
Total	4,741	15,668	47,613
White Alone	71.4%	73.0%	70.3%
Black Alone	10.8%	10.1%	11.1%
American Indian Alone	0.7%	0.6%	0.5%
Asian Alone	1.9%	1.8%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.8%	10.3%	12.0%
Two or More Races	4.4%	4.6%	4.6%



## Orlando City, Florida

With a population of over 2.5 million, Greater Orlando is the third largest metropolitan area in Florida and the fifth largest in the SE United States. Greater Orlando, which draws millions of tourists each year, is best known for its tourism industry. SeaWorld, Disney World, and Universal are some of the most popular attractions.

Orlando's economy has diversified significantly from tourism in recent years, and the area is now considered a main hot spot for the Modeling, Simulation, and Training industry. As high-tech manufacturing center, Orlando has the Central Florida Research Park, Florida's Largest research park. With major new projects clustered in Lake Nona Medical City, a 650-acre health and sciences park, Orlando has been targeting the biotech and life sciences industries.

<b>Major Employers in Orlando MSA</b>	<b>Employees</b>
Walt Disney World Resort	75,000
Universal Orlando	26,000
AdventHealth	21,815
Orlando Health	20,500
University of Central Florida	13,500
Lockheed Martin	7,000
Westgate Resorts	6,500
Seaworld Parks & Entertainment	4,300



## **SITE DEVELOPMENT**

The land is approx. 15.69 acres and with wetland mitigation of 1 acre it is now all usable. The zoning in the city of Haines City provides for medium density (15 Units/DU) construction allowing us 158 homes to be built or more if desired.

The property is mainly flat lands over the floodplain with some flood plain issues which are resolved by bringing soil from another project we have now. The site is generally level. The property has also access from Sand Hill Road and FDC Road.

The subject has significant infrastructure to the subject site which includes electric, municipal water and sewer and a shared lift station.



## **SWOT ANALYSIS**

### **Strengths**

- Agents continuously looking for more units in the area
- Amazing investment opportunity for rental yields for Buyers for Long term rentals.
- Buyers will enjoy the highest appreciation being close to Lake Nona area.
- Close to Major commercial facilities
- Proximity to I-4, Facilities, and other residential areas.
- Location close to major highways and access.
- High Development in the Area of commercial and Multifamily properties. (See External Reports)
- Road access provides more car coverage and easier access.

## **Weaknesses**

- Area is now being slowly developed.
- Other Developers in the property

## **Opportunities**

- Extensive investment and units will be needed around the area.
- Create a Friendly neighbor association with all other associations.
- Build to Rent is highly desirable for the area.
- Rental Income proposal for investors should attract a variety of potential buyers
- Affiliation of owner with Optimus Alliance give the advantage of having marketing and agents already in place to promote project.

## **Threats**

- Market shifts may make the market more volatile.
- Area Recession reduces the demand.
- New and other projects appearing.







## **SALES AND MARKETING MIX**

### **Target buyers' market**

Olympic Haines City being located close to the Posner Park, I-4 and Disney World corridor will attract the main revenue stream based on the existing market trend of buying Homes close to the employment centers. Our intended customer base will primarily be most probably a build to Rent fund. We must not underestimate the buying power of the local US middle-class market. Having said that we are aware that the main effort will be to sell the project to a single Build to Rent fund entity.

### **Parameters and Guidelines**

Sales will begin with construction and building construction will align with sales. Presales will and reservations will be taken. Once construction is started, we expect to increase pricing by 5%-10%. We already have huge interest from Build to Rent funds, however.

### **Comparable**

- We have researched the market and our sales prices are comparatively lower than the current market.
  - Madison Place: 3/2/1/1 1,421 Sq.ft. \$316,990 \$223 Sq. Ft.
  - Feltrim Reserve 3/2/1/1 1,400 Sq.ft. \$310,000 \$221 Sq. Ft.
  - Atria at Ridgewood Lakes: 3/2/0/1 1,673 Sq.ft. \$355,990 \$213 Sq. Ft.



## MARKETING STRATEGY

- Sales office with experienced marketing and sales force.
- Website and internet advertising.
- Contact Agents with funds for Build to Rent portfolios
- Fencing the project with Signs of photos internal and external.
- Attracting agents to the project with various incentives.

## MARKETING MATERIALS

You can also see the website

[www.optimusalliance.com](http://www.optimusalliance.com)

[www.theazurreSORT.com](http://www.theazurreSORT.com)





## MANAGEMENT TEAM

Our development team, although new as a group, encompasses all aspects of the business from construction to marketing to sales and we feel we have collectively substantial talents and insights into this market, as well as each individually has extensive experience in our respective fields. We have also worked diligently over the last 8 months with our vacation management, architects, engineers, and realtors to design and develop the best use of our property and bring the best possible product to the market.





## CHAIRMAN



Constantinos A. Zavos, has extensive knowledge and experience investing in growth, emerging growth and established operating companies. Moreover, he has invested in and developed real estate projects in Cyprus, Greece, Romania, and the USA, focusing largely on projects involving raw land.

Constantinos has also held directorship roles within various commercial entities including FF&E companies supplying hotels and restaurants, commercial and residential real estate companies, and home automation companies.

He has also created a wholesale supply brokerage company in Cyprus, CAZ Estates Limited, which sells high-yielding tenanted property in the USA to investors around the world. The company has sold through its network over 450 properties in recent years.

Additionally, he has created Optimus Alliance which markets its own projects globally. Mr. Zavos is also the Chairman of DAZ Development LLC. The company currently owns and develops 126 town homes in the Disney area in Orlando Florida, USA.

Optimus Alliance has also bought and sold several other projects and is currently under contract to purchase several other land deals to construct residential and commercial units.

He has recently also constructed and sold 2 Starbucks in Central Florida.

He is also currently involved with other partners in various other projects in Florida, USA, relating to the development and subsequent leasing of commercial land to quality tenants, among which Starbucks, and a multiple-acre commercial project close to Disneyworld which will include 400 residential units and multiple commercial units and hotels.

Mr. Zavos holds an MBA degree from Webster University, a Master's degree in Management and Business Administration from Westminster University and a Bachelor's Degree in Management and Business Administration from the University of Reading, in England.



## **FUNDING REQUEST**

Please review our financials for further information

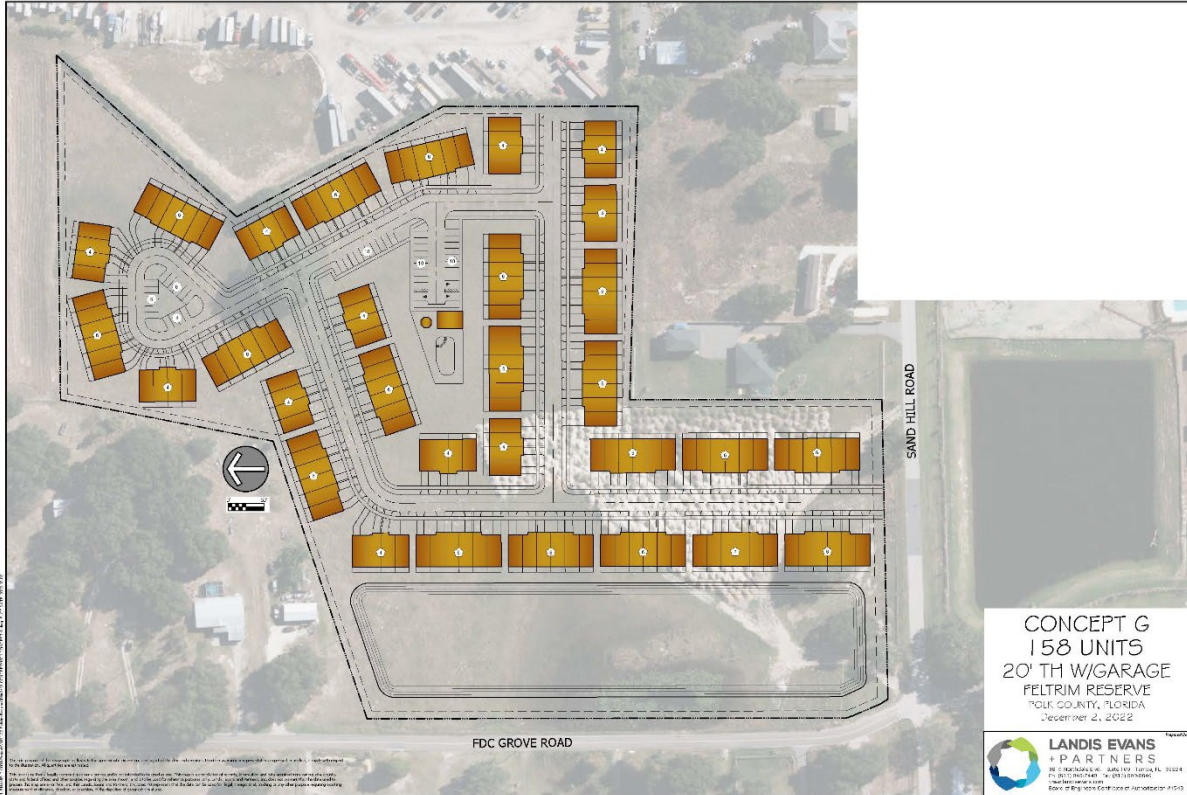
## **EXIT STRATEGY**

We hope to have a buyer from a Build to Rent fund before we begin construction. Our plans have in mind their specifications and terms. If that is not successful, we intend to pay off within twelve months which is achievable based on a conservative scenario of cash flow strategies we have made. Our NET positive Cashflow from sales will pay down the debt and we feel confident with our product and price range we can achieve this. Our competition is selling much higher prices than the prices we are currently selling so we are sure based on our experience on constructing and selling that the numbers are conservative on the above Cashflow. Selling prices are based on current prices and not on increasing prices later. Even if some of the units cannot be sold these can be re-financed as income producing properties as the returns from rentals are great and produce high ROI which should satisfy any lender to provide a re-finance thus repaying the original lender.

## **REFERENCES**

- ▶ [www.optimusalliance.com](http://www.optimusalliance.com)
- ▶ [www.theazuresort.com](http://www.theazuresort.com)
- ▶ [www.cazestates.com](http://www.cazestates.com)
- ▶ Projects in Cyprus and Greece

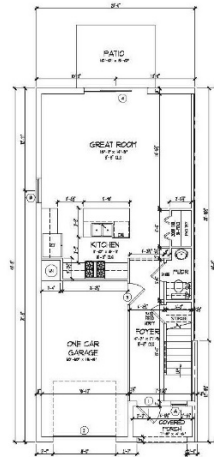
**SITE PLAN**



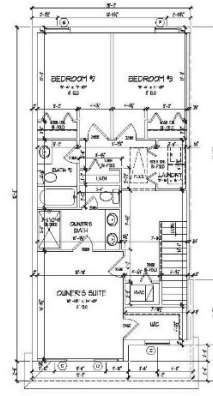


# OPTIMUS ALLIANCE

## ARCHITECTURAL CONCEPTS

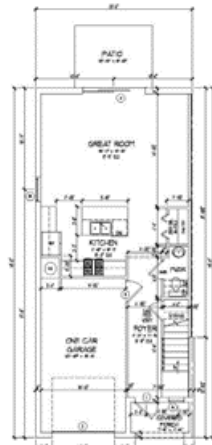


SCHEME 1  
FIRST FLOOR PLAN

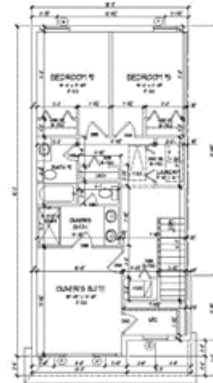


SECOND FLOOR PLAN

SQUARE FOOTAGES	
NET AREA	12 51
GROSS AREA	134 84
COMMON AREAS	12 51
STAIRS	12 51
STAIRS	12 51
STAIRS	12 51



SCHEME 1  
FIRST FLOOR PLAN



SECOND FLOOR PLAN

SQUARE FOOTAGES	
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## THANK YOU

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