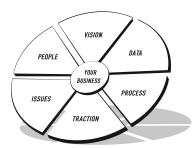
THE EOS MODEL™



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: CONTI ORGANIZATION

TRACTION

| 1-YEAR PLAN | ROCKS | ISSUES LIST |
|--|---|---|
| Future Date: 12/31/2015 Revenue: \$33M Profit (NOI): \$13.4M Portfolio Value: \$277M (3,852 units @ \$72K/unit) Goals for the Year: 1. Fill 5 seats with RPRS (Direct of Investments, Investor Relations, and 3 others) 2. Equity process documented. Reviewed and approved by Leadership Team. 3. Acquire 4 properties in DFW. 4. Raise \$7.0M equity (direct investors) | Future Date: 3/25/2015 Revenue: \$28M annual run rate Profit (NOI): \$11.7M annual run rate Measurables: # of properties under contract (buy or sell) Rocks for the Quarter: Who 1. Investor Relations position posted and actively sourcing candidates. 2. Director of Investments candidate interviewed and offer extended 3. Equity process (to include lead gen) drafted and document ready for LT review 4. \$800K equity raised and in the bank (for LNP) Carlos | 1. Accounting System RFP 2. 3. 4. 5. 6. 7. |
| 5. Accounting system selected, tested and production "go live" date is scheduled. 6. 7. • Focus/Theme • Roles and Responsibilities • Cash Flow Analysis/Budget • Departmental Plans | 5. 6. 7. · · · · · · · · · · · · · · · · · · | 9. 10. Prioritize Identify Discuss Solve |