



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: CONTI ORGANIZATION

TRACTION

1-YEAR PLAN	ROCKS	ISSUES LIST																																																		
<p>Future Date: 12/31/2015</p> <p>Revenue: \$33M</p> <p>Profit (NOI): \$13.4M</p> <p>Portfolio Value: \$277M (3,852 units @ \$72K/unit)</p> <p>Goals for the Year:</p> <table border="1"> <tr><td>1.</td><td>Fill 5 seats with RPRS (Direct of Investments, Investor Relations, and 3 others)</td></tr> <tr><td>2.</td><td>Equity process documented. Reviewed and approved by Leadership Team.</td></tr> <tr><td>3.</td><td>Acquire 4 properties in DFW.</td></tr> <tr><td>4.</td><td>Raise \$7.0M equity (direct investors)</td></tr> <tr><td>5.</td><td>Accounting system selected, tested and production "go live" date is scheduled.</td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> </table> <ul style="list-style-type: none"> Focus/Theme Roles and Responsibilities Cash Flow Analysis/Budget Departmental Plans 	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)	5.	Accounting system selected, tested and production "go live" date is scheduled.	6.		7.		<p>Future Date: 3/25/2015</p> <p>Revenue: \$28M annual run rate</p> <p>Profit (NOI): \$11.7M annual run rate</p> <p>Measurables: # of properties under contract (buy or sell)</p> <p>Rocks for the Quarter:</p> <table border="1"> <thead> <tr> <th></th> <th>Who</th> </tr> </thead> <tbody> <tr><td>1.</td><td>Investor Relations position posted and actively sourcing candidates.</td></tr> <tr><td>2.</td><td>Director of Investments candidate interviewed and offer extended</td></tr> <tr><td>3.</td><td>Equity process (to include lead gen) drafted and document ready for LT review</td></tr> <tr><td>4.</td><td>\$800K equity raised and in the bank (for LNP)</td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> </tbody> </table> <ul style="list-style-type: none"> 		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)	5.		6.		7.		<table border="1"> <tr><td>1.</td><td>Accounting System RFP</td></tr> <tr><td>2.</td><td></td></tr> <tr><td>3.</td><td></td></tr> <tr><td>4.</td><td></td></tr> <tr><td>5.</td><td></td></tr> <tr><td>6.</td><td></td></tr> <tr><td>7.</td><td></td></tr> <tr><td>8.</td><td></td></tr> <tr><td>9.</td><td></td></tr> <tr><td>10.</td><td></td></tr> </table> <p>Prioritize</p> <ul style="list-style-type: none"> Identify Discuss Solve 	1.	Accounting System RFP	2.		3.		4.		5.		6.		7.		8.		9.		10.	
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