



PROPOSAL KIT SAMPLE

Equity Investment Sample Proposal

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August 22, 20xx

Edward and Mia Bartlett
1000 Evergreen Drive
Chula Vista, CA 91912

Dear Edward and Mia Bartlett,

We know that the Bartletts are savvy investors, always looking for new opportunities in markets that are guaranteed to grow.

The population in the United States is aging: that's a fact. As the Baby Boom (post-World War II) generation ages, millions will need to move into living accommodations that offer a range of care, from occasional housecleaning and personal care services to fully assisted living with on-site nursing and meal services.

Vitale Senior Living is dedicated to providing facilities for our aging population; facilities that are welcoming, friendly, and even gracious. Able-bodied residents may live independently and engage in a wide variety of activities, knowing that full-time care and meal service is available when needed.

Our Vitale Gardens (Pasadena and Riverside) and Vitale Bay (San Diego and San Francisco) communities have long waiting lists. We are currently engaged in building a beautiful new senior living community, Vitale Villa, in Santa Rosa, California. Our business has grown by over 300% over the last five years, and we expect our business to continue to expand for decades to come. All this adds up to an exciting investment opportunity for you.

For a limited time, Vitale Senior Living is offering a select group of elite investors the opportunity to invest in 10,000 shares of Vitale Senior Living stock for \$500,000. This stock is likely to increase in price to more than \$100 per share within two years as we plan to go public in 20xx when our expansion plans are complete.

We will call you to schedule a meeting on August 30 to discuss this exciting equity investment opportunity. We look forward to investing in the future together.

Sincerely,

Valentina Vitale
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August 22, 20xx



Equity Investment Opportunity in Senior Living, a Guaranteed Growth Industry

Prepared for: Edward and Mia Bartlett
Investors

Prepared by: Valentina Vitale
Chief Financial Officer



Vitale Senior Living currently operates four senior living communities in Pasadena, Riverside, San Diego, and San Francisco. Due to overwhelming demand for our living facilities and services, we are in the process of building a beautiful new community in Santa Rosa. Providing rental accommodations and services for our aging population is a growth business that will continue to expand for decades to come.

To assist us in our own growing business and to provide investment opportunities for elite investors, Vitale Senior Living is currently offering blocks of 10,000 shares of our company for \$500,000. This stock is predicted to double in price within two years, and will continue to increase in value over time.

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As aging is inevitable, you might not think that innovation is important in the field of senior care. However, senior living communities are springing up everywhere, and keeping our reputation as one of the best in the field is of great importance to us. Here are a few of the plans for the four facilities we already operate, and for our new community, which is currently under construction. Innovative ideas set Vitale communities apart from institutions for the aging.

✦ **Offer a menu of several items for each meal.**

Rather than serve a prepared plate of food to our residents who have signed up for our meals program as less imaginative institutions do, we have switched to offering several items for each meal, which the residents can order via computer or telephone 48 hours in advance. This feels more like “dining out,” allows for greater variety in tastes, and results in much better satisfaction among our residents. Professional nutritionists consult in menu preparation, and a trained chef oversees preparation of lunches and dinners.

✦ **Provide a swimming pool and whirlpool tub.**

There’s nothing better for staying mobile as you age than water exercise and whirlpool therapy. All our communities feature pools. All pools are enclosed and climate controlled to allow for year-round use.



 **Facilitate learning opportunities and social clubs.**

Most seniors look forward to learning new things and to socializing with others. Each of our communities employs a social director to continuously survey residents and work with local experts to offer classes and opportunities for on-site entertainment and mingling.

 **Regular check-ins with geriatric specialists.**

Most senior living communities rely on the residents or their families to ask for assistance when needed. At Vitale Senior Living, our geriatric specialist will interview residents twice a year (or more often if requested) to ensure all residents are well and happy and receiving the level of care they need.

 **Transportation and outing trips.**

Many seniors no longer drive, so we offer daily bus service to local stores, senior centers, and libraries, as well as special outings to places and events of interest.

Summary

We regularly survey our residents to get their input on the services we provide.





Vitale Senior Living stays up-to-date on the market. Our most recent study was completed in 20xx by the independent firm of Jones Jansen, LLC. The results are show below.

Study Methodology

Statistics were pulled from U.S. government census reports, from the agency for Aging in America, and from recent reports from the U.S. Association of Senior Living Providers. Surveys were also conducted among the members of the Retired Americans Association, with 300,000 surveys emailed and a return rate of 34%, or 102,000 surveys returned.

Target Market

Our target market is persons 65 years and older with household incomes of at least \$75,000 per year.

Details

The target audience is mostly retired and desires to move into a community where they can age gracefully and receive all the services they require without the need to move again.

Wants or Needs

Our surveys showed that some of the most common desires among the target market were for a variety of activities, a community swimming pool, and greater choice for meals in the meal programs.

Current Situation

Occupancy rates among senior living communities are high, but our surveys show that many residents are dissatisfied with the services they receive in their communities and would prefer to move into a Vitale community if possible.



Determining Factors

Costs of living in senior communities and variety of services offered are the two determining factors in where seniors choose to live. Vitale Senior Living tailors our communities to please senior households with at least \$75,000 in annual income.

Market Size

In 20xx, the last year for which data is available, there were 46.2 million persons aged 65 years or older. This represents 14.5% of the U.S. population, or about one in every seven Americans. Thus, the current market is huge, and the demand for senior living communities and services grows every year.

Growth Potential

By the year 2060, estimates say there will be about 98 million older persons. People 65+ are expected to represent 21.7% of the population by the year 2040.

Usage Rate

Occupancy rates for senior housing currently average 92% nationwide, and are increasing. For each of our in-demand Vitale communities, occupancy has remained at 100% for four years now. All of our communities have waiting lists of residents who want to rent from us.

Recommendations

Developing and managing senior living communities is a growth field in the United States, and Vitale Senior Living is a leader in this market. Continuing investments to expand our communities and offer the best services will serve both our clients and our investors.



Competitive Analysis

Of course Vitale Senior Living is not the only company in the field of building and managing senior living communities. Currently, our major competitors are Corlinn Corporation, G.R. Silver Inc., and Community Club Inc.

Corlinn Corporation

Corlinn Corporation owns and manages a chain of 40 high-rise assisted living apartment houses across the United States, with a 92% occupancy rate. Six of these facilities are in California. As these do not offer many of the amenities provided by Vitale communities, Corlinn apartments are largely occupied by lower income seniors, who are not our target market.

G.R. Silver, Inc.

G.R. Silver, Inc. owns and manages eight small senior communities in California. While very nice, these communities do not offer the range of care and services provided within our Vitale communities, so seniors are likely to move to other facilities as they need more care.

Community Club, Inc.

Community Club, Inc. manages over 60 senior living facilities in California, but does not own any of the real estate it oversees. Thus, there are no standards across Community Club properties, and when repairs or rent adjustments are needed, Community Club must reach accommodation with the individual real estate owners. This need has sometimes resulted in disruptions such as withholding services to the residents of these complexes.

Summary

Vitale Senior Living owns all of the real estate it manages, and provides all the amenities and services desired by wealthy retirees. This gives us a major advantage in the CA market, as many upper-class Americans want to retire to our state to take advantage of the warm climate.



Product Development

Our products are our communities, and we are always striving to improve the amenities and services we provide there.

The Market

As previously discussed in this proposal, the growth potential in this market is huge as the American population ages. See the Market Study page for details.

Steps in Product Development

We continuously assess and improve the properties and services in all our communities. Some of our most recent strategies for improvements are detailed on the Innovations page. When Vitale Villas in Santa Rosa is complete in 20xx, the number of rental units we offer will expand by 20%, and so will our clientele and corporate income.

Schedule

We plan to use all investment monies to fund new staff hires and construction, which will be completed by 20xx.

Costs

The costs of establishing the new community in Santa Rosa is estimated to be 12.9 million dollars, to be funded by equity investments such as yours. The payback is predicted to be huge as shares of our company grow in value along with our profits and demands for our products.



Production Schedule

The following is our projected schedule for the Vitale Villas expansion project.

-  Vitale Villas Start project: Already in progress
-  Vitale Villas Project planning complete: Done
-  Vitale Villas Project design complete: Done (view on our website)
-  Vitale Villas milestone #1 completion: Jan 1, 20xx
-  Vitale Villas milestone #2 completion: November 14, 20xx
-  Vitale Villas completion: June 28, 20xx
-  Grand opening Vitale Villas: June 30, 20xx
-  Announcement of initial public stock offering: September 15, 20xx
-  Initial public offering of Vitale Senior Living stock: October 1, 20xx

Notes

With the opening of Vitale Villas and the initial public offering of our stock, shares are predicted to skyrocket in value.

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