



Gianjo Ventures LLC



Business Plan

Prepared by: March 02, 2023



Legal Page

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Abbreviation

CAGR	Cumulative Annual Growth Rate
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ROCI	Return On Capital Invested
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ROI	Return On Investment
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SEO	Search Engine Optimization
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1.0 Executive Summary

1.1 Business Name and Location

The name of the business is Gianjo Ventures LLC, and it is operated through its head office located at 402 Prospect Ave. Bethlehem, Pennsylvania, the United States.

1.2 Purpose of the Plan

The purpose of this document is to provide potential investors with the information necessary to evaluate the merits of the value proposition and the growth strategy of Gianjo Ventures LLC. Additionally, it will serve as a guide for management for establishing goals against which performance can be measured.

1.3 Business Opportunity

The property remodeling industry is very labor-oriented, as it relies on employees to carry out most industry activities. Therefore, the industry requires a low level of capital investment and instead allocates much of its cost structure for labor payments, which accounts for 23.1% of revenue. Purchases accounted for 56.9% of industry revenue. These costs are primarily related to materials, components, and supplies used during service requests as well as the costs associated with contracting work out to third-party subcontractors. Depreciation absorbs only 1.0% of industry revenue, and capital purchases are primarily limited to vehicles and computers used in sales offices.

According to real estate information company Zillow's annual Housing Aspirations Report, "76 percent of Americans would rather renovate than use their savings for a down payment." And it's no question that homeowners are taking advantage of the option to renovate. According to real estate company Redfin, "the national median price of homes sold in December was \$289,800, Of those millennials who are looking to buy, about a third have a budget that's under \$200,000, while 17 percent told Clever Real Estate they could only afford a home that's priced

below \$100,000.” According to a new Clever Survey which polled 1,000 Americans looking to purchase an existing property, “getting something less expensive because it needs work seems like a functional workaround. That idea tends to appeal to millennials: Over two thirds, or 68 percent, of them would be interested in a fixer-upper.”

Consumer preferences for property renovation methods are changing, which will help the remodeling business grow. For decades, multi-family apartment construction has resulted in housing repairs and reconstructions. In the renovation area, single-family home building is displaying promise and fast improvisation. Because of considerable investment in the existing housing sector, the current market condition provides a strong foundation for the viability of small enterprises, resulting in an economic boost. Key factors in the home improvement industry, such as current house sales data, will provide momentum for the remodeling market growth.

1.4 Our Solution

Our solution is to acquire or reposition B-class and C-class single-and multi-family residential and commercial properties. We buy distressed properties and renovate them with the goal of selling them, or if the property performs well as a rental, we keep it and rent it out. We will sell properties to first-time property buyers as well as families. We want to acquire distressed properties and resell them after making cosmetic or functional modifications. We buy properties to hold for rental and purchase homes from motivated sellers and possibly foreclosures.

Our renovated properties are all about value, modern convenience, and community. Low maintenance designs and quality architecture allows residents to enjoy every aspect of their home without the stress of upkeep. We make it a priority to have a strong personal connection with each of our clients. We ensure the endurance of our company through repeat and referral business achieved by customer satisfaction in all areas, including reliability, attention to detail, and service-minded attitudes. We also maintain the highest level of professionalism, rectitude

and fairness in our relationships with our employees, suppliers, subcontractors, professional associates, and customers.

1.5 Investment Funds

We will present this document to banks and angel investors to get start-up funding of \$200,000.

1.6 Key Factors to Success

- ✦ **Marketing:** Creating a desire for our services above all competitors is a key to our continued success, as well as creating the perception that we are the top of the line.
- ✦ **Craftsmanship:** No matter how good the marketing program is, poor-quality work will destroy our base of referral business. It will also take us out of our high end market.
- ✦ **Communication:** Our communication systems, both internally and with our customers, are the key to excellent performance – projects completed on schedule, on budget and to our customers' satisfaction.
- ✦ **Building Material prices:** In order to turn a profit, we need to have a good feel for the prices of materials in our area and where to get the best deals.
- ✦ To continue to expand the number of units owned and maintained, while also increasing the level of profits for both Gianjo Ventures LLC and its investors.
- ✦ Be able to provide the unforgettable, bespoke, and unique experience to clients for intimate to large-scale career.
- ✦ Encourage customer feedback and improve the service in light of this feedback.
- ✦ Maintain a massive advertisement budget and launch the most targeted marketing campaigns.
- ✦ Be an active member of the community and maintain a respectable and untarnished reputation in the community.

2.0 Business Overview

2.1 Introduction

Gianjo Ventures LLC is an enterprise that is involved in numerous aspects of the industry. Primary experience and expertise are in the development of high-quality, lower-cost living for residents seeking the most modern technologically advanced living environment. An area of intense training and attention is the importance of reliable customer service. From first time home buyers to growing families and families looking for a place, we renovate homes the convenient way.

The company plans to focus on finding, acquiring, and repositioning B- class and C-class single and multi-family properties (both residential and commercial use). These properties will be distressed where the property owners need or want an exit because their expertise is not there to make the property profitable, their financing prevents them from holding on, or retirement. Create investment income through the purchasing and reselling of distressed properties. We will increase the value of the property by performing cosmetic or functional improvements. We will engage in property remodeling services such as residential additions, alterations and renovations, construction management for residential and commercial remodeling, fire and flood restoration, property improvement, porch construction, sunroom additions, kitchen and bathroom upgrades, systems and equipment, disaster repairs and other remodeling projects.

Our Mission

“To provide world-class service and market-leading expertise to our clients. To be a foundation of strength, committed to meeting the needs of our customers, serving the society, and fostering shared and sustainable growth for a better world.”

Our Vision

“Our vision reflects our values: integrity, service, excellence, and teamwork.”

Organization's Values

- ✦ **Honesty and Integrity:** We will always do what is right, fair, and ethical to our customers.
- ✦ **Communication:** We will share appropriate information in honest manners with our customer.
- ✦ **Respect:** We will be considerate of others through the proper modes of approaching.
- ✦ **Team Work:** We will encourage and reward our team
- ✦ **Quality:** We will strive for professional excellence to the highest standards possible consistent with the goals of our foundation
- ✦ **Leadership:** We will lead by example. Our actions speak louder than words
- ✦ **Professional Development and Professional skills:** We will advance our talent and expertise to their fullest potential.
- ✦ **Accountability:** We will be responsible for our actions and understand our employee's impact on others

2.2 Legal Status

Gianjo Ventures LLC is a Limited Liability Company.

2.3 Objectives

Short Term Objectives

- ∞ To make a business plan and implement it effectively
- ∞ To develop a reputation in the industry as an honest and cooperative company characterized by ethics, fair play with win-win results
- ∞ To produce updated homes that will either give profit from a single sale or profit through monthly rental fees
- ∞ To develop strong partnerships with key real estate professionals in sales/broker agents, financial institutions, law firms and contractors
- ∞ To provide excellent customer services

- ∞ To create a service-based company whose goal is exceeding customer's expectations
- ∞ More importantly, maintain excellent relationships that enrich and enhance the lives of people
- ∞ **To develop and maintain a competent staff:** Developing and maintaining a highly professional and capable team capable of servicing the multiple needs of clients is an objective of the business. Attracting professionals with a passion for customer service will place the company on the path that leads the industry to long-term success and viability.

Long Term Objectives

- ∞ To purchase and renovate two properties per month with the plan to sell one for immediate cash and keep the other to increase the rental portfolio thus maintaining a monthly cash flow
- ∞ To develop a sustainable business, that will be nationwide within ten years
- ∞ To increase the number of properties sold by 20% per year through superior performance
- ∞ **To develop a template for expansion:** Long-term plans do, however, call for development. With that being said, we will look to create a strategic model that can be layered over in other locations throughout the United States, and that yields the same type of financial and brand success.

2.4 Management

Management is the core of any organization. It is not just personal and individual resumes that lead to success, but vision and commitment that lead to it. Mr. Gianni Roa is the founder of Gianjo Ventures LLC. She envisioned and created the business based on her passion for the industry and her desired need to have more control over her future. Her primary goal as business owners is to continue to stimulate the economy by providing well-needed real estate services and creating an environment that not only expects hard work and dedication from staff but also believes and practices work-life balance.

3.0 Products and Services

We are offering the following services to our potential clients:

- ✦ We find, acquire, and reposition C-class single and multi-family properties
- ✦ We rent our properties and receive a fixed guaranteed rent
- ✦ Investing money for 8-12% returns a year. We guarantee returns and zero voids to potential Investors.

Gianjo Ventures LLC' primary service is the purchase of distressed properties and the sale of these properties after renovation and reconstruction. The company works diligently to locate properties that have a good valuation, require cosmetics repairs, and are in growing neighborhoods. Once a property has been purchased, Gianjo Ventures LLC will increase its value by rehabbing it. Gianjo Ventures LLC will hire a property manager to manage each property before it has reached a set valuation. The ideal property manager will closely work with the property and ensure that all renters have met specific guidelines with respect to renter requirements.



4.0 Market Analysis Summary

4.1 Industrial Analysis

Global Property Remodeling and Reconstruction Industry

According to Global Market Insights, “Remodeling Market size surpassed USD 4.1 trillion in 2022 and is anticipated to grow at a CAGR of around 4.1% from 2023 to 2028”. A few key factors that will foster industry growth are rapid urbanization, a growing demand for home improvement projects rather than reconstruction, and changing preferences in the home toward more modern technology.¹

According to the Market Research Intellect’s report, “residential remodeling valued at over USD 2,105 billion in 2020 and is likely to witness significant growth through 2027.” The sector demand will be driven by a continuous rise in house values and the growing adoption of tech-based renovation projects such as integrated home systems, remote access automation, and sustainable home energy management systems. The growing tendency of seeking rehabilitation and restructure for existing structures will increase the need for remodeling operations.²

Changing lifestyles in terms of modern home technology, safety, and security updates, followed by practical components such as climate control and smart lighting, will drive market development globally. Modern living standards provide up some new prospects for the building and construction industries while also meeting customers' shifting preferences. The industry statistics will expand due to an increase in the number of individual housings, as well as an increase in the demand for aesthetic appearance and current architecture designs. Moreover, to

¹ <https://www.globenewswire.com/en/news-release/2022/11/07/2549519/0/en/Global-Remodeling-Market-to-hit-6-Tn-by-2032-Predicts-Global-Market-Insights-Inc.html>

² <https://www.alliedmarketresearch.com/home-remodeling-market-Ao7868>

extend the lifespan of buildings, homeowners are investing in remodeling and renovation works at a certain interval of time. The surging per capita income across developing economies along with low-interest rates from banks on housing loans will propel expansion in the remodeling market. Inflationary pressures and rising raw-material prices are likely to stifle market development. Furthermore, the COVID-19 pandemic has had a severe impact on the sector due to project cancellations, workforce shortages, and supply chain delays. The construction sector has faced a serious financial crisis as a result of the economic slump, postponing many commercial building projects. Nonetheless, the situation has swiftly improved since the fourth quarter of 2020, owing to a surge in demand for the construction of flexi workplaces and indoor leisure activities (GlobeNewswire, 2021).

USA Home Remodeling Market

According to Global Market Insights' Report, "the USA Home Remodeling Market size exceeded USD 345 billion in 2022 and is expected to grow at over 4.1% CAGR between 2023 and 2028." Increased expenditure on home renovation operations by rental property owners as a result of increased rental demand will fuel industry growth. Shifting consumer preferences toward sophisticated home technology and security features, followed by a slew of handy components such as weather control appliances, smart lighting, and so on, is expected to fuel market growth.³

The housing business in the United States has grown significantly in recent years as a result of lower loan rates and increasing spending time at home. The rising demand for better and more convenient amenities among interior designers, homeowners, and builders will drive the demand for home improvement materials across the United States. Tech-savvy millennials are becoming more familiar with and inclined toward short-term plans when it comes to housing investments. The growing number of privately leased properties in the United States has greatly

³ <https://www.ibisworld.com/united-states/market-research-reports/remodeling-industry/>

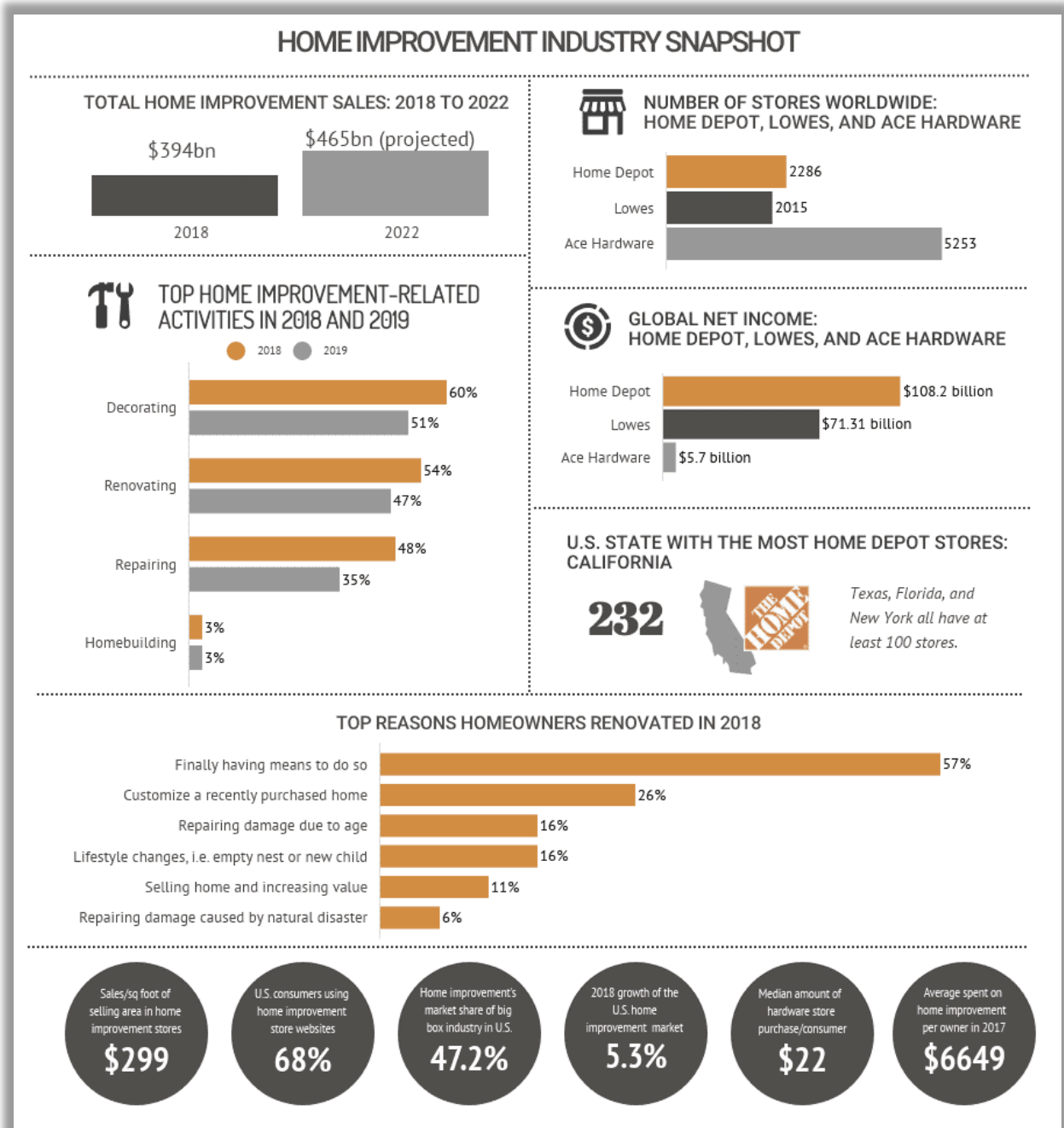
aided many inventions and new & better ways for home renovation activities. In the country, over 65 percent of persons under the age of 35 live in leased dwellings, supporting market development. Installing modern equipment and control approaches to improve air-exchange rate would significantly boost industrial statistics. The majority of elderly people live at home, and indoor air quality has a substantial influence on their health and comfort. The problem may be efficiently handled by upgrading building design and operations, as well as air filtering systems. Furthermore, the need for sustainable and green building materials is expected to rise in the future years in order to regulate the movement of heat and moisture. Homeowners in large states such as California, Texas, and Florida are investing heavily in home renovation projects in order to raise the value of their property.⁴

Inflationary pressures and a scarcity of skilled personnel may limit demand for home renovation services. Furthermore, the COVID-19 pandemic has had a negative impact on members of the building and construction sector, including owners, developers, realtors, and supply chain vendors, as a result of project cancellation, labor shortages, and frequent supply chain interruptions. The economic slump in the United States exacerbated the industry's downfall. However, a rapid rebound has been witnessed since the fourth quarter of 2020, owing to increased demand for interior decoration, expansions, and remodeling projects (IBIS World, 2021).

With a nationwide housing shortage and record-high home prices, more homeowners opt to stay in their current homes rather than relocate or upgrade to new ones. The shortfall affects more than simply owner-occupied houses. Renting a home is likewise becoming increasingly difficult. It's no surprise that over half of all American homeowners are still living in their first house. 61 percent of individuals who have lived there for more than six years will remodel rather than move. These homeowners are remaining in their houses and investing heavily in upgrading,

⁴ <https://www.gminsights.com/industry-analysis/us-home-remodeling-market>

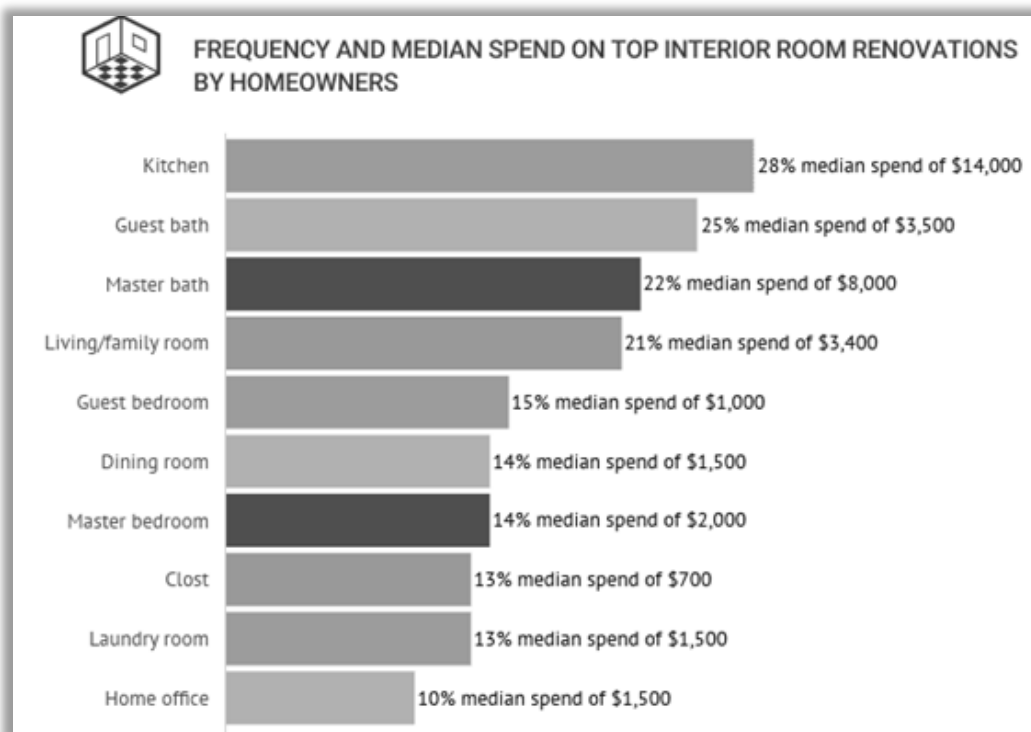
improvements, and refurbishing. Consumers spent 17 percent more on their houses in 2021 than in 2020, whether on discretionary or required renovations.



Source: (Bustamante., 2021)

The majority of projects undertaken by Americans are on a modest scale (about \$5,000), although larger projects such as remodeling kitchens and bathrooms are becoming more

popular. In 2018, the majority of homeowners spent between \$5,000 and \$10,000 on house improvements, with those in more densely populated and urban regions spending closer to \$18,000. Home remodeling and renovations in the United States reached more than \$350 billion. \$194 billion of that amount represents the 13 million improvements started in 2018 that cost more than \$1,000 to the homeowner. Those with greater earnings and numerous homes are more likely to renovate and conduct home renovation tasks on a regular basis. In 2020, 20% of homeowners spent between \$10,000 and \$20,000 on home remodeling and renovation projects.



Source: (Bustamante., 2021)

The median age of homes in the United States is increasing, and as homes age, the demand for updates, improvements, and renovations will only increase. With the majority of homeowners living in houses constructed before 1979, cleaning up and upgrading the appearance of an aged home is a more reasonable alternative. 28 percent of property owners believe that upgrading is a more cost-effective choice than purchasing a more suitable house. The home renovation business is not slowing down. Home renovation, decorating, and landscaping are popular

pastimes in the United States. Baby boomers take on larger, more complicated tasks, whereas millennials are more concerned with decorating (HomeAdvisor, 2021).

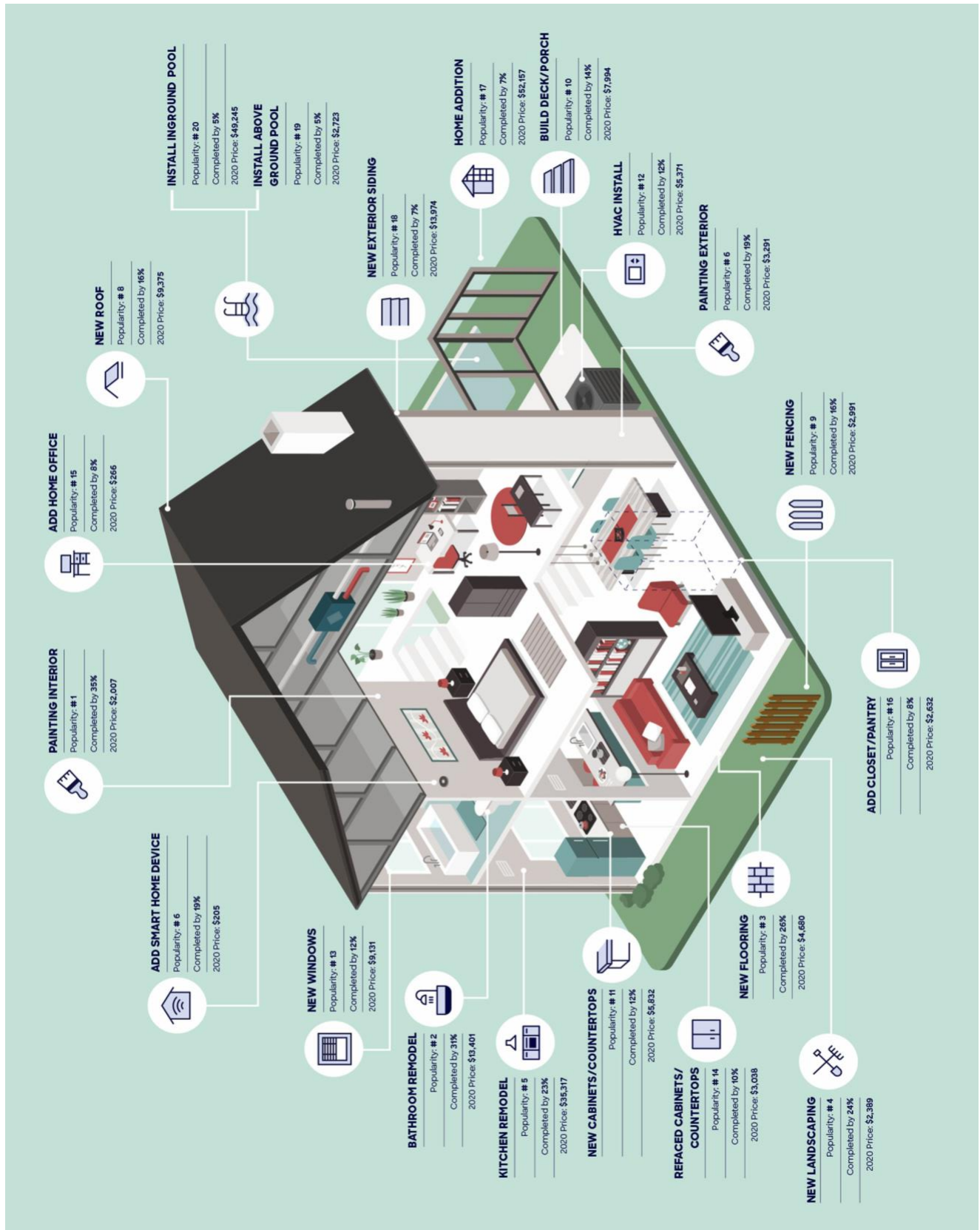
Home improvement market size in the United States from 2008 to 2024 (in billion U.S. dollars)

Home renovation sales in the United States are expected to reach \$450 billion by 2023. By 2024, this figure is anticipated to exceed \$500 billion USD. The Home Depot was the biggest home improvement retailer in the United States in 2019, with sales over 110 billion US dollars. Lowe's (Home Depot's primary competitor), Tractor Supply, and 84 Lumber were among the other major businesses in the sector that year. However, in terms of customer happiness, The Home Depot came in fifth place, while Ace Hardware and True Value got the best scores. Remodeling spending in the United States was 353 billion USD in the first quarter of 2021 and is expected to reach 370 billion USD by the first quarter of 2021. This rising trend has been ongoing since 2015 and shows no signs of abating.⁵

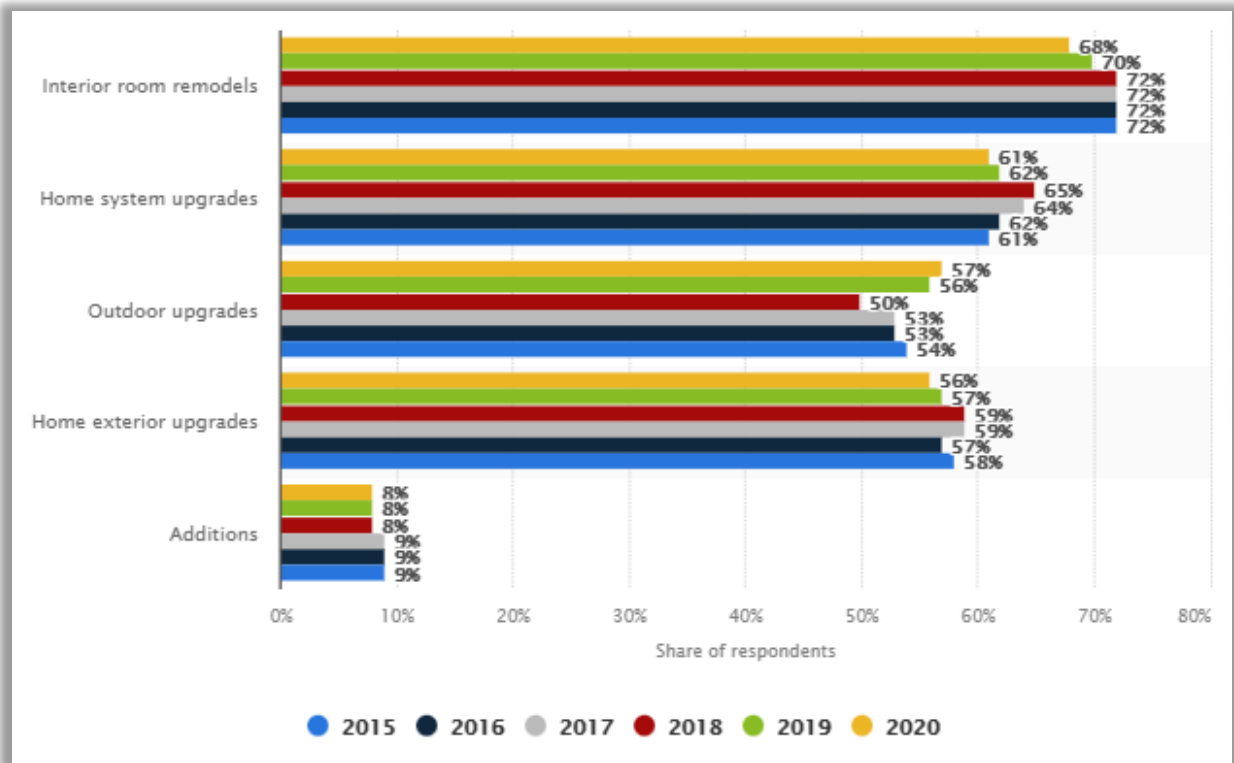
Why do homeowners invest in home improvement?

Homeowners undertake home improvement projects for a number of reasons, including increasing the value of their house before selling it, improving the energy efficiency of their home, or repairing and upgrading a newly acquired but older home. In 2019, Gen Z and Millennial house sellers were significantly more likely than their older counterparts to undertake home renovations before selling. Approximately one-quarter of homeowners who remodeled in 2021 did so to personalize a newly purchased property. In 2021, the majority of homeowners paid for their renovations using cash from their savings, with only 3% using an unsecured loan. This demonstrates that house renovations are essential to a large number of Americans (Statista Research Department, 2021).

⁵ <https://www.statista.com/statistics/239753/total-sales-of-home-improvement-retailers-in-the-us/>



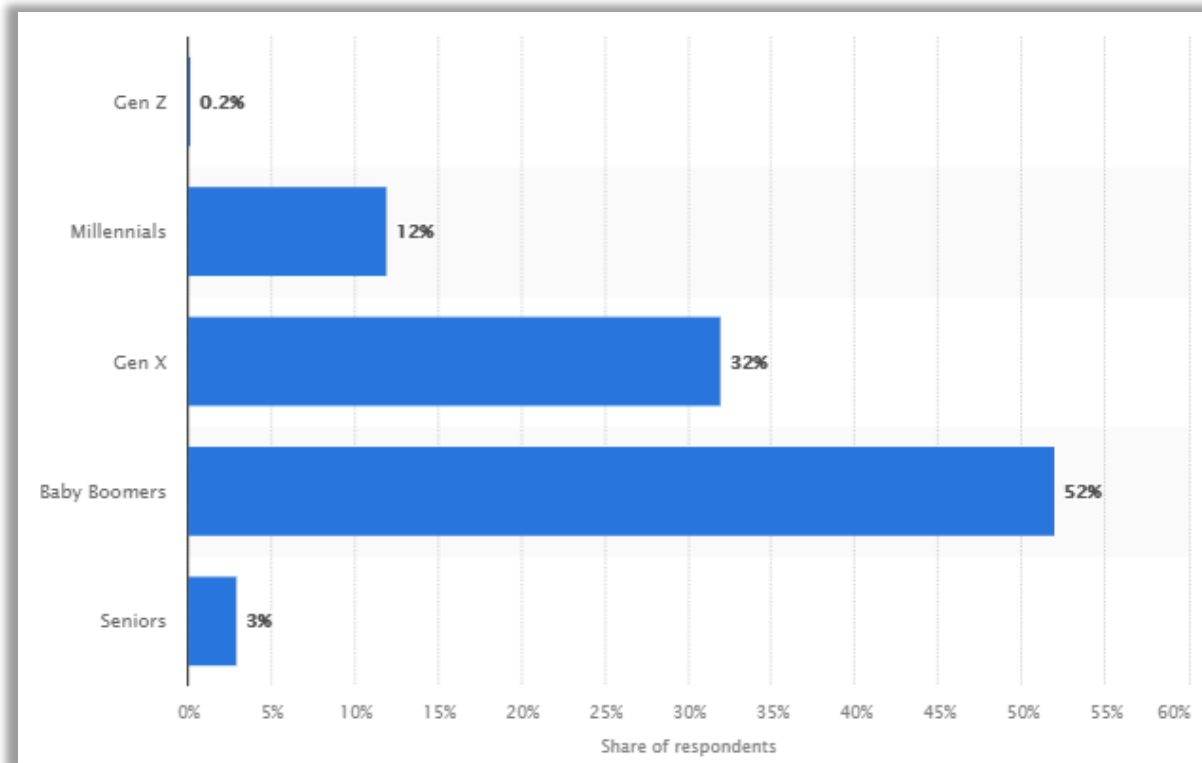
Frequency of renovations among homeowners who renovated in the United States from 2015 to 2020



According to Statista, “in 2020, about 68 percent of homeowners renovated the exterior features of their homes in the United States, down from 70 percent in 2019. Outdoor upgrades, on the other hand, increased from 51 percent to 57 percent.” (Statista Research Department, 2021)

Share of homeowners who renovated in the United States in 2020, by generation

In the United States in 2020, 52 percent of homeowners who remodeled their homes were from the Baby Boomer generation. In 2020, American homeowners stated that they opted to remodel because they had always wanted to do so and now had the time or financial means to do so (Statista Research Department, 2021).



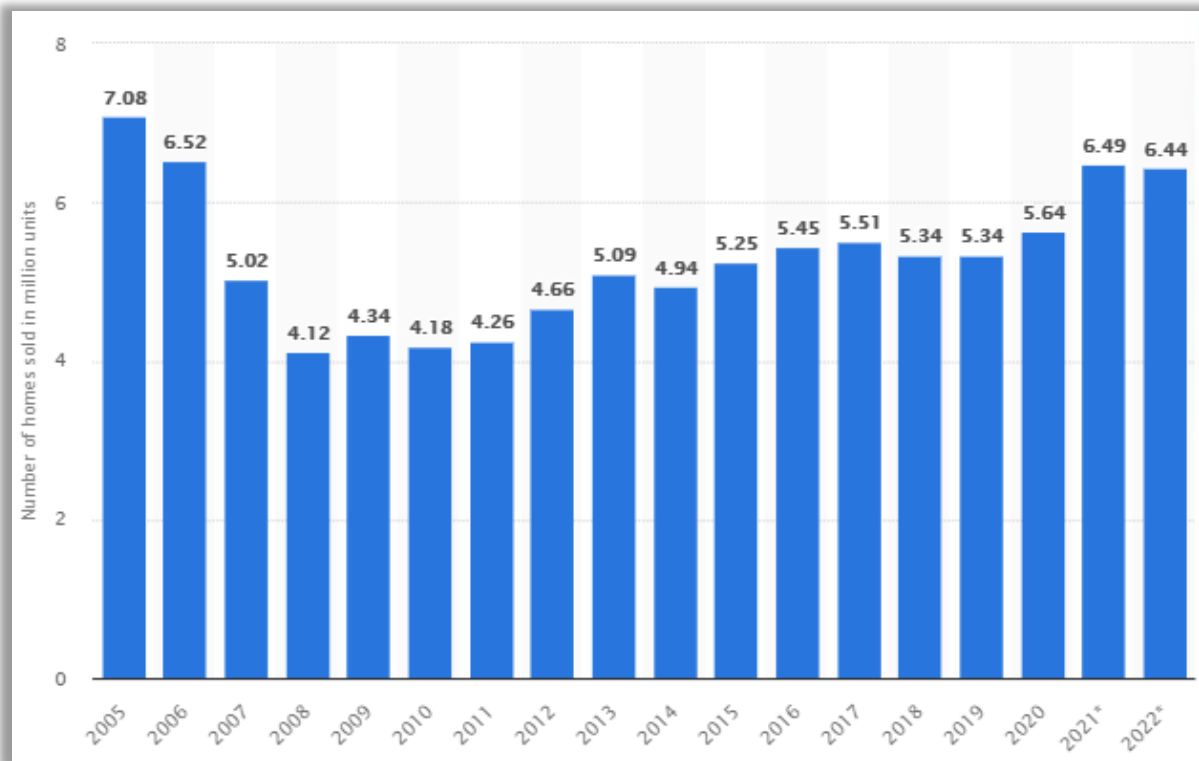
Source: (Statista Research Department, 2021).

Number of existing homes sold in the United States from 2005 to 2022 (in million units)

The steady increase in sales following the dramatic decrease in 2008 reflects the broad belief that the housing market is rebounding. Construction is showing indications of improvement, customers are gaining confidence and becoming more frugal with their purchasing, and the industry is approaching new growth stages. Interest rates were extremely low at the time, making borrowing cheap and plentiful.

Banks and lending institutions convinced individuals that it was OK to buy numerous houses with little money and that real estate was the safest investment they could make. People are more willing to take a chance and invest in the market. This, along with the growing number of people entering the market, caused prices to skyrocket; it appeared to be a simple method to earn money quickly. But this is how the bubble grew, and when it burst, it set in motion a series

of events that would knock the global economy to its knees, plunging the globe into an economic crisis not seen since the Great Depression of the 1930s (Statista Research Department, 2021).



According to Statista, “In 2020, around 5.64 million of existing homes were sold in the United States.” (Statista Research Department, 2021)

Existing home sales fall 2% as first-time buyers are priced out

According to the National Association of Realtors, “Sales of previously owned homes declined 2% in August from July to a seasonally adjusted annualized rate of 5.88 million units. The median price of an existing home sold in August was \$356,700, an increase of 14.9% from August of 2020. The supply of homes for sale fell 1.5% month to month to 1.29 million at the end of August. Compared with August 2020, inventory is down 13%, but that comparison has been steadily shrinking for several months. At the current sales pace there was a 2.6-month supply.” (Trading Economics, 2021).

Due to a lack of supply, the median price of an existing house sold in August increased 14.9 percent from August of 2020 to \$356,700. While the increase is significant, yearly comparisons are becoming more moderate as sales drop. The median is also affected by increased activity at the upper end of the market. Sales of properties priced under \$250,000 decreased compared to a year earlier, while sales of homes priced above \$1 million increased by 40% (Fred Economic Research, 2021).

According to Mortgage News Daily, "First-time buyers are clearly struggling with higher prices, falling to just a 29% share of all sales, the lowest since January 2019. Historically, first-time buyers usually make up 40% of buyers. Mortgage rates began falling in June from 3.25% down to a low of 2.78% on the popular 30-year fixed by the start of August." The drop would have helped first-time buyers most, as they tend to have the least wiggle room financially and are the most sensitive to interest rates, but clearly they are not helping enough.

According to the U.S. Census, "sales of newly built homes in July, which are based on signed contracts, not closings, and therefore would match up with the latest existing home sales numbers, rose slightly month to month but were down 27% from July 2020." (CNBC, 2021)

Commercial Property Remodeling Industry

- ✦ Market Size: \$45.2bn
- ✦ Number of Businesses in: 24,429
- ✦ Average Industry Profit Margin: 1.3%
- ✦ Industry Employment: 79,255

Over the five years to 2022, the Commercial Property Remodeling industry has benefited from strong overall economic growth. As rising commercial construction activity and corporate profit levels rose in the middle of the period, demand for remodeling services trended upward. Businesses responded by expanding or opening new shops altogether, supporting increased demand for the industry's remodeling services. Overall, IBISWorld estimates industry revenue

to rise at an annualized rate of 1.3% to \$45.2 billion over the five years to 2022, with a 0.8% increase in 2022 alone.⁶

4.2 Market Needs

- ✦ Demand for real estate is driven by population growth, personal income, employment rates, interest rates, and access to capital. The profitability of individual companies depends on property values and demand, which are both impacted by general economic conditions
- ✦ People want single-family homes for their shelter
- ✦ People wish for rental properties that are relatively close to schools, work, and market
- ✦ People want a multifamily unit in a specific area
- ✦ Retail demand for real estate property is driven by local income and spending
- ✦ The industrial and commercial real estate need is driven by employment growth
- ✦ Financial services demand can be driven by demographic factors, for example, the immigrant population and concentrations of low-income

4.3 Market Trends

- ✦ **Cheaper to buy than rent:** Despite an increase in rentals (Countrywide Research has predicted that by 2022, 20.5% of homes will be rental) evidence still points to buying property being cheaper than rental. The average monthly rent in the USA is currently \$912 per household, compared to monthly repayments of \$723 for the average first-time buyer household. It means average savings of \$189 a month or \$2,268 a year for buyers compared to renters (Statista Research Department, 2021).

⁶ <https://www.ibisworld.com/united-states/market-research-reports/commercial-property-remodeling-industry/>

- ✦ **The Baby Boomers dominates the market:** Younger buyers are outnumbered by older buyers in the USA property market due to the preferable wage to house-price ratio at the time of purchase. Homeowners aged 66+ were responsible for around 43,000 property transactions in the first quarter of 2021, a 46% increase compared to the same quarter in 2017 (CNBC, 2021).
- ✦ **House prices keep climbing:** Housing prices have shown a steady incline in recent years and property consultants, Strutt & Parker, predict that the figures will continue growing. Prices have risen by 1.2% compared to the previous month and been increased by 3.9% compared to the previous year (Trading Economics, 2021).
- ✦ **Homeowners on the increase:** Despite property prices continuing to rise, the number of homeowners has been increased for the first time in 13 years. Following the financial crash of 2008 that created a clash between wages and property prices, the Government has positioned accessible homeownership as a matter of importance.

4.4 Target Market Description

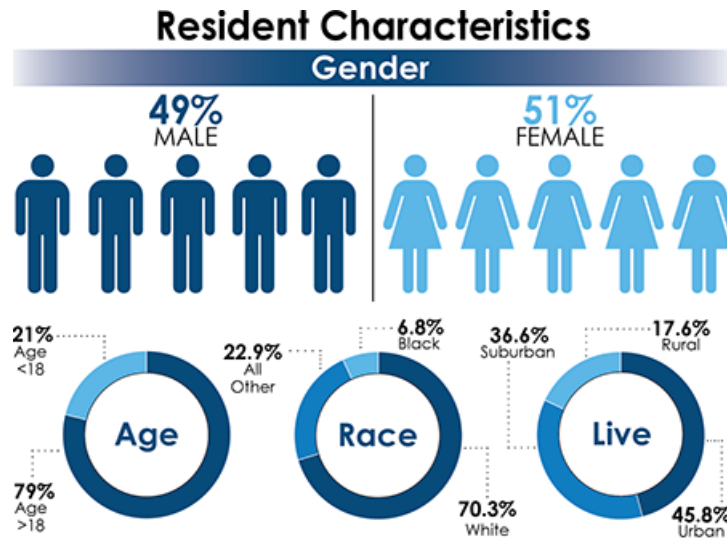
Our target market is property buyers, and sellers in the Lehigh Valley, Bethlehem. The detailed market is discussed below:

Demographics of Lehigh Valley

The Lehigh Valley is a fast-growing region in eastern Pennsylvania that covers 726 square miles in Lehigh and Northampton counties. The two-county area consists of the cities of Allentown, Bethlehem and Easton, 27 boroughs and 32 townships. More than 685,000 people call the region home, but that number is growing steadily by roughly 4,000 people per year. Nestled between some of the nation's largest metropolitan areas, the Lehigh Valley features a rich variety of landscapes, including the Blue Mountain to the



north, the Delaware River to the east and the South Mountain. The majority of the populated areas are increasing in density. This runs parallel with an increase in diversity, not only of the type of people who live, work, and visit here, but in the growing opportunities – and challenges – that impact our quality of life.⁷



⁷ <https://lvpc.org/datalv.html>

Real Estate Boom in Lehigh Valley

It has been a perfect storm in the Lehigh Valley's residential real estate market for the last few years. Rising prices have gone hand-in-hand with a rising population and a shortage of housing. The Greater Lehigh Valley REALTORS® (GLVR) reported September data showed the real estate market continuing to slow as we move into fall, as rising consumer prices and higher mortgage interest rates squeeze homebuyer budgets and cool activity. The cost of borrowing has reached multi-year highs on everything from credit cards to auto loans in 2022 as mortgage interest rates topped 6% for the first time since 2008, causing existing home sales in the U.S. to decline for the seventh consecutive month. Inventory remains lower than normal, and as the market continues to shift, experts' project homes will begin to spend more days on market and price growth will slow in the months ahead. The latest numbers from the Greater Lehigh Valley Realtors show that the median sales price was up to \$300,000, a year-over-year increase of 15.6%. However, that isn't driving potential sellers to list their homes as buyer demand is decreasing. Inventory in November was at 728, a slight increase over the year. New listings are down 27.3%, to 520. Closed Sales dipped 15.9 percent to 722 listings. With inventory still not at sufficient, comfortable levels – there were 790 units in September for Lehigh and Northampton counties – the Median Sales Price increased 13.4 percent to \$298,250.

Other notable housing statistics for September include:

- ✦ New Listings slipped 21.0 percent to 696.
- ✦ Pending Sales were down 20.5 percent to 611.
- ✦ Months Supply of Inventory was down 7.7 percent to 1.2 months.
- ✦ Percentage of List Price Received went above and beyond, but it did tumble 0.3 percent to 101.3 percent.
- ✦ Homes sold, on average, in 17 days, up just one day from the previous September.

In Carbon County, the Median Sales Price increased to \$196,000. Closed Sales were up to 84. Pending Sales dropped to 68. New Listings went up two listings to 89. Inventory increased, coming in at 154 units, leading to a Month Supply of Inventory that increased to 2.2 months.

Days on Market increased to 31 days. Potential buyers are contending with higher-than-expected housing prices and interest rates, and sellers are struggling to find new properties to move into before closing on their current residences. This has left many wondering whether they should just wait or risk a loss by engaging with a volatile market.⁸

The GLVR, in its November 2022 report, noted that buyers are delaying purchasing homes in hopes of an interest rate drop, while sellers are holding off because of weakening demand and not wanting to trade away lower interest rates on their current mortgage. Buyers have been delaying home purchases in hopes rates will drop. The national association expects some housing markets may see an uptick in home buying activity at the beginning of the year, especially if mortgage rates continue receding from a recent high of 7%. The Lehigh Valley's location near two major metropolitan areas will continue to keep it a hot market for those looking to leave the city for property that they would consider affordable. The Lehigh Valley Planning Commission is predicting a steady rise in the Valley's population through 2050. It is expected to grow by 100,000 in the next 27 years from the current 687,000.⁹

As Lehigh Valley and other regions around the country compete to attract talent, particularly in the 18-to-35 age group, newly released data from the Census Bureau found that fewer than 10% of Americans moved in the 2018-2019 period. That's the lowest rate since the government began tracking residence changes in 1947. A big reason for the drop-off is a decrease in mobility rates among the 18-to-35 age group, historically the most mobile segment of the population.

Lehigh Valley's status as a top market for younger homebuyers can be a significant advantage in attracting the talent employers need at a time when talent is increasingly less willing to move.¹⁰

⁸ <https://www.greaterlehighvalleyrealtors.com/news/various-factors-cooling-real-estate-activity-but-lehigh-valley-homes-still-selling-in-17-days/>

⁹ <https://www.mcall.com/2022/12/29/what-2023-could-mean-for-lehigh-valley-home-buyers-and-sellers/>

¹⁰ <https://lehighvalley.org/lehigh-valley-is-a-top-market-for-homebuyers-particularly-for-millennials/>

Renovating vs. New construction: which is better for project?

BUILDING NEW	RENOVATING
	
PROS <ul style="list-style-type: none">• More control over the project's design, aesthetics, and scope• Construction work and your organization's operations stay separate, creating no disruptions• Fewer chances for unforeseen building conditions	PROS <ul style="list-style-type: none">• Often less expensive and can be completed more quickly, depending on the age and condition of the building• Historical buildings offer unique charm and character
CONS <ul style="list-style-type: none">• May be more expensive, as you will have to purchase material for and build an entire building and complete the associated sitework• May take longer, depending on the project's scope	CONS <ul style="list-style-type: none">• May require a multi-phased schedule to limit disruptions to your operations.• Older buildings may need remediation of harmful building materials, which can be expensive• Limited in scope and design by the existing structure

WHICH IS BEST FOR YOU?

Building new is best for: Those looking to start from scratch to develop a new and unique building for their organization with the time and budget to support a more involved construction process.	Renovating is best for: Those looking for a quicker and less expensive change to their existing building. They want to freshen up the space or rearrange it to meet their organization's current needs and optimize the space.
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4.5 Competitors Analysis

		
About	The company is a full-service real estate investment company located in Bethlehem, providing service in all Lehigh Valley. They are local and are experienced in obtaining deals for rehab, assignment to other investors, or buy and hold for long cash flow and appreciation.	At We Buy Lehigh Valley Houses, the company believes the house selling process should be faster, easier, and hassle-free for Lehigh Valley home sellers. They are specialize in buying, selling, and managing various investment properties within several strategically desirable communities in and around Lehigh Valley.
Specialized Services	<ul style="list-style-type: none"> ⊕ Cash Deals ⊕ Subject To / Owner Financing ⊕ Wrap Around Mortgages ⊕ Short Sales ⊕ Wholesale Assignments ⊕ Lease Options ⊕ Commercial and residential properties 	<ul style="list-style-type: none"> ⊕ Investment properties all around the country ⊕ Provides rental market servicers ⊕ Property renovation and remodeling ⊕ Rehab
Website	http://www.lehighvalleyinvestmentproperties.com/	https://www.webuylehighvalleyhouses.com/
Strengths	<ul style="list-style-type: none"> ⊕ They generate employment and most importantly, give back to community. ⊕ Served the whole Lehigh Valley 	<ul style="list-style-type: none"> ⊕ Specialized in problem houses ⊕ Professional and experienced real estate specialists ⊕ Wealth building property investments in targeted cities
Weaknesses	<ul style="list-style-type: none"> ⊕ High charges ⊕ High threat from competitors 	<ul style="list-style-type: none"> ⊕ Conservative business practices ⊕ No commercial services only deal in residential sector

5.0 Strategy and Implementation Summary

5.1 Competitive Edge

- ✦ We are providing world-class real estate services and market-leading expertise to our potential clients.
- ✦ We purchase distressed properties and rehab them to include modern amenities and increase the value of the properties.
- ✦ We rent houses and commercial properties at reasonable rents, compared to those of our competitors.
- ✦ Our services are of high quality with real estate investment expertise to fit any budget.
- ✦ We are meticulous and realistic in what we do.
- ✦ We have a well laid out marketing plan.
- ✦ We can make quick decisions depending on market needs.
- ✦ We have an eminent and professional staff who will resolve any challenges that arise, ensuring utmost customer satisfaction.

5.2 Target Market Segmentation Strategy

Initially, our target market is home buyers, renters, and sellers in Bethlehem. The detailed market is discussed below:

Home Buyers and Sellers

We will target the below two groups in this segment:

1. **High-Income Folks:** This segment includes individuals with household income ranging between \$100,000 and \$150,000. These individuals search for some luxurious housing to feed their requirements. It makes it important to us. Therefore, it is estimated that we can generate 60% of our business revenue from this segment.
2. **Medium-Income Folks:** In this segment, individuals have an income ranging from \$50,000 to \$100,000. People in this segment seek an affordable house with necessary

facilities to cater to their needs. We estimate that we can generate 40% of our business revenue from this segment.

Gianjo Ventures LLC' targeted market groups were chosen because of the long-term potential for continued sales. Assuming high quality work and effective word-of-mouth marketing, the targeted, potentially upgradeable, neighborhoods afford a continuing supply of work to do.

5.3 Marketing Plan

We will implement the following marketing plan:

Business Website

A business website serves as an essential tool for marketing. It will bring our clients in contact with us and serve as an advertising board for our offerings. Very cost-effectively, it will reach millions and billions of clients nationally and internationally. Its content will reflect business image and identity. Our marketing strategy will lead to the contents displayed here.

SEO (Search Engine Optimization)

Search engine optimization (SEO) has to be employed as it will bring our website at the top positions in natural search queries on widely used search engines. It will enhance the visibility of our website. It will make our website not only easy to locate but also easy for customers. It is the most popular form of targeted marketing as it brings people who look for what we are offering.

Social Media Channels

Which social media shall be the most heavily used for marketing is a million-dollar question. It depends on our target market. No matter which channel our marketing department decides to go, we have to be patient with it and stick to it as it takes some time to attain desired results. We came to know that this marketing strategy will work best when integrated with various other marketing tactics.



Facebook

Facebook is the most viral social media platform that provides a much-targeted audience to business. It gives a perfect opportunity to share and market services and build a customer base. Facebook offers a place for all formats: texts, videos, and images, meaning that the possibilities are infinite. Facebook is currently the social network with an enormous diversity of actions. We will create a Facebook page of the business. Through this, we will provide a link to our website. We will also post content related to our unique business features, our services, and benefits to our clients. For better guidance of our customers, we will provide all the necessary information about the business, its features, including our physical business address, navigation to the business website, contact details, and hours of working.



Instagram

Instagram leverages businesses by providing a visual touch to them. The viral use of Instagram is for uploading pictures to engage with your friends, family, and customers. Instagram is the perfect platform for capturing everyday moments. Businesses have gotten behind this trend, as have the influencers who have intentionally become the best advocates of companies. What's more, it's a platform that is much utilized by companies who want the users themselves to create content, generating confidence among other users. We will use appropriate hashtag strategy to optimize our content to help our customers find us quickly. Through hashtags, we will guide our customers to reach us by providing directions like #Gianjo Ventures LLC. We will upload hashtag contents related to our business, our real estate services, and benefits to our clients.



Twitter

There's nothing more effective at attracting a person's attention than a proper title accompanied by an engaging picture. Twitter is the perfect channel to do this. Contests based on the use of hashtags, retweets, and favorites are an undeniable trend. Twitter is a social media platform that is quite popular among adults and individuals under the age of 50. 23% of all

internet users have Twitter accounts. We will create an account for our business under the name Gianjo Ventures LLC on Twitter. It will provide our customers with an opportunity to get information about our company. We will provide information about our business, what we offer, our unique service features, and many more. We will increase the number of our followers that will turn to our clients later on. We will provide discounts to our customers for sharing tweets of our programs that will increase our audience and spread awareness of the business.



LinkedIn isn't just a place for personal promotion and career networking — businesses can do a lot on the professional network. LinkedIn looks a lot like Facebook, but with a targeted audience that companies can take advantage of. The best part: many of the solutions for increasing the presence of our business on LinkedIn are free and easy to use. We will create an account on LinkedIn and add as many like-minded people to our profile. We will upload information about our business and upload content related to our real estate and property investment services. We will also deliver messages to people and tell them about our services. In this way, they will be interested in our company.

Word-of-Mouth

Being a solution-driven customer support company, it is expected that Gianjo Ventures LLC' further penetration and control of market share would be aided via marketing strategies that can wholesomely inform prospective customers about the service. More so, the founders' wealth of experience and exposure to a broader social, business, and industrial network would help to create further awareness about the company's service by using the most effective marketing tools. In an attempt to carve a niche and position the website as a brand of worth in the operating environment, word of mouth and direct selling may be the most effective marketing tools to be explored. A direct marketing approach will help to sell the existence of Gianjo Ventures LLC with absolute confidence, while the word of mouth approach helps to spread the inherent distinction and benefits of the company's offerings to target markets.

Gianjo Ventures LLC will invest in inter-personal relationships; efforts such as warm greetings and open-ended questions about how to serve customers better will top the company's strategies for maximizing word-of-mouth advantage. Through this marketing tactic, we will connect with other real estate investors, real estate agents, contractors, wholesalers, etc. These connections would help us further build the business and help us meet other people interested in what we do. It's about building relationships in this business. We would also rely on word of mouth from previous clients by doing an exceptional job on the renovations of the house they purchased or leased.

Referral Marketing

Positive customer testimonials and reviews are one of the most active forms of advertising and can be a crucial decision point for potential customers. Satisfied customers are incredibly inclined to discuss their experiences with friends, families, and colleagues; thus, resulting in lead generation for Gianjo Ventures LLC.

Yellow Pages

The most positive effect of Yellow Pages advertising is the potential for more sales. When people use a business directory to find properties, they are more likely to pay attention to a bigger box ad. Many companies include a coupon or discount opportunity to induce people to respond. If successful, our directory ad can lead to more business and the ability to stand out above competitors. We will list our business under yellow pages directories that will be helpful to increase our business sales.

Online Campaigns

Online campaigns (also known by the name of online activism, digital campaigning, cyberactivism, and e-campaigning) employ blogs, social networks, mobile tools, emails, marketing databases, podcasts, and websites to name a few. Blogs are never dead. They densely occupy the World Wide Web. We shall ensure that our website is secured and backed up

regularly. We'll test run every path and link before launching it. With the help of social media, we'll go where our customers are. By applying Google analytics, our campaign manager will well inform who is accessing our website and when and from where. Customization and personalization are exceptionally made easy using digital channels. We'll gain an edge by resorting to well written personalized content.

Direct Mailing Program

When targeting clients, we believe this strategy gives us absolute control over the presentation of our marketing message. It provides us with an opportunity to close the deal right then. It is not only cost-efficient but can achieve quite a level of personalization and customization as well. When clients open it for a minute or so, we will receive their undivided attention.

Fliers, Leaflets, Bandit Signs

It is, again, a low cost, a popular and efficient way. It will aid in spreading the word about our offerings at a fast pace. We shall also consider door drops in the areas where the concentration of our targeted consumers is high. We'll get them printed exquisitely. Only relevant information with specific contact addresses and phone numbers shall be provided.

Sponsorships

Marketers regard a sponsorship as a fast-growing marketing strategy which increases visibility and helps build a firm reputation and brand image. It will erect for us what is needed the most and what is the credibility in our products and services. It will generate goodwill, which can't be easily copied by our competitors. We will try to use events for sponsorships to defray surging costs.

Advertisement

We plan to employ television, radio, magazines, and newspapers for advertisement. Five most important questions of what are we offering? Who are we? Where? How? And When shall be answered through these media. We are well aware of the fact that digital media is taking the

lead from print media. Still, the physical media has its worth. We'll employ both physical and digital media duly and aptly.

Angel Investor, Grants and Partnership Campaign

We will engage with an agency to help us develop creative assets for Investor Presentations, Sales, and Partnership Decks. We submit for Grants, reach out to angel investors and prospective partners.

5.4 Publicity Strategy and Sales Strategy

Gianjo Ventures LLC is set to make use of the following marketing and sales strategies;

- ✦ Introduce our business by sending introductory letters alongside our brochure to stake holders in the real estate industry and also property owners and potential clients
- ✦ List our business on yellow pages (local directories)
- ✦ Attend real estate related expos, seminars, and business fairs et al
- ✦ Leverage on the internet (social media platforms) and our official website to promote our business
- ✦ Encourage word of mouth marketing especially when we have a home for sale
- ✦ Direct contact will address a highly focused segment of the high-income population
- ✦ Referral networking with other real estate agencies will provide a source of prescreened prospects
- ✦ The majority of advertising for these properties will be paid for by the consulting fees of the real estate company that has been engaged by Gianjo Ventures LLC; in addressing all broad advertising issues, this will be relatively unchallenged
- ✦ Local newspapers will help promote the general awareness of Gianjo Ventures LLC and this project
- ✦ National promotion through home magazines dealing with quality of lifestyle issues is innovative and largely untapped in this market.

5.5 Web Plan Summary

The Gianjo Ventures LLC' website will be the virtual business card and portfolio for the company, as well as its online "home." It will showcase the construction experience within the company, as well as the portfolio of all the past and current projects done by Gianjo Ventures LLC. The website will include a resources area, offering articles, research and weekly newsletters to interested parties. The key to the website strategy will be combining a very well designed front end, with a back end capable of recording leads and proposal requests.

5.6 Market Positioning

Our homes will be seen as desirable and unique by the prospective homebuyer. The exclusiveness of our home and the quality of the workmanship will offer an advantage whereby the prospective homebuyer arrives at a highly satisfied position in his mind. In terms of market segmentation advantages, our home will appeal to a wide variety of interests within this economic segment. The "selling basis" for our home is awareness and education. Once in the door, the prospective homebuyer will sell himself on his need for a home that provides this quality of life.

5.8 Sustainability and Expansion Strategy

The future of a business lies in the number of loyal customers that have the capacity and competence of the employees, their investment strategy, and the business structure. If all of these factors are missing from a business, then it won't be too long before the business close. Gianjo Ventures LLC will make sure that the right foundation, structures, and processes are put in place to ensure that our staff welfare is well taken of.

6.0 SWOT ANALYSIS

Strengths

- ✦ We provide updated homes to purchase or lease by renovating distressed properties.
- ✦ We deal in both residential and commercial properties.
- ✦ We are focusing on the masses. We choose the design of the properties and focus on what the majority of buyers are looking for, rather than choosing items that are risky.
- ✦ Our services are reliable and efficient.
- ✦ We are a learning organization and consistently improve services based on customer feedback.

Weaknesses

- ✦ Brand name not established
- ✦ The difficulty generating brand equity with a limited marketing budget
- ✦ Lack of funding

Opportunities

- ✦ If funding is secured, the long-term prospects for the success of Gianjo Ventures LLC are nothing less than exceptional
- ✦ Opportunity to earn high ROE & ROIC because of the market we are going to operate in. If we serve the market right, we may grow to become a market leader.

Threats

- ✦ The threat of new entrants or existing ones offering the same services in an already competitive scenario.
- ✦ Financial failure may restrain expansion and hamper operational efficiency.
- ✦ Large companies have advantages in marketing, fundraising, and attracting star performers.

7.0 Market Exposure and Risks

7.1 Description

The risks that Gianjo Ventures LLC faces are:

- ✦ Adverse changes in the market demand for exclusive real estate. While we do not anticipate a drop in the real estate market, changes in the marketplace do occur due to changes in interest or a downturn in the High-Tech industry.
- ✦ Unanticipated repair costs to the home necessitated by unforeseen damage to the property. Even with the extensive background and experience that our contractor has, he may discover some items requiring renovation that were not part of the original budget. Even if this does occur, we are operating with sufficient profit margins and conservative assumptions on the purchase price of property, the cost of the renovation, and the sale price of the finished product, that we will still be able to obtain a reasonable profit.

7.2 Contingency Plans

We elected to be conservative in our projections; to reflect only the sales price for the finished property that is below the current average market price per square foot. In addition we are setting the purchase price of the house in the cost model at the highest possible purchase price. We are also setting the cost of renovations at the highest possible point. The contractor's actual experience in performing similar renovations indicates that we should be able to increase the profit margin by approximately 30%. (It is an estimated figure, we can adjust this figure according to market fluctuations and current business practices.) With respect to the security of the market demand, the house is an asset that can be secured for at least 80% of its value. This base level of revenues is sufficient to cover all of the expenses for this project and still provide us with a breakeven. We also know from experience that, even in an economic downturn, that high-income earners will still pay for homes that provide them with the ability to fulfill their lifestyle. Furthermore, this projection does not take into account any income that we anticipate as we identify future renovation projects and the additional income potential that may be derived from them.

7.0 Milestones

1. Business Name Availability Check: **Completed**
2. Business Incorporation: **Completed**
3. Opening of Corporate Bank Accounts various banks in the United States: **In Progress**
4. Application and Obtaining Tax Payer's ID: **In Progress**
5. Application for business license and permit: **In Progress**
6. Purchase of All form of Insurance for the Business: **Completed**
7. Conducting Feasibility Studies: **Completed**
8. Generating capital from the CEO / President and Business Partners: **Completed**
9. Applications for Loan from our Bankers: **In Progress**
10. Writing of Business Plan: **Completed**
11. Drafting of Employee's Handbook: **In Progress**
12. Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
13. Design of The Company's Logo: **In Progress**
14. Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**
15. Recruitment of employees: **In Progress**
16. Purchase of the Needed furniture, office equipment, electronic appliances and facility facelift: **In progress**
17. Creating Official Website for the Company: **In Progress**
18. Creating Awareness for the business (Business PR): **In Progress**
19. Health and Safety and Fire Safety Arrangement: **In Progress**
20. Establishing business relationship with key players in the industry (networking and membership of relevant real estate bodies): **In Progress**

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