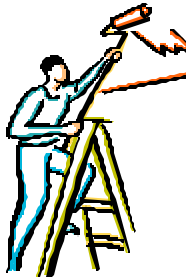


Executive Summary

The Executive Summary (or Cover Letter) briefly explains the rest of your business plan in about one or two pages.

The Executive Summary should include:

- ➔ owners and their credentials
- ➔ the market(s) and the competition
- ➔ how the loan will be repaid
- ➔ your products or services
- ➔ the amount of money needed
- ➔ how long you want the loan to last



August 10, 2005

House Painters 'R' Us
1998 Painter Street -- Colour, USA

Dear Mr. Jackson:

- 1 We are requesting a loan to start-up a residential landscaping business. George Painter and I, the two owners, have twenty years of painting experience in this industry.
The market for house painting contracts is increasing in this area. The number of homes built in Colour increased by 30% over last year. This quarter, new home building permits are up 20% over last year. The target market is contractors and homeowners. Forty-three thousand homes exist now, 5,000 of which were built last year. We have relationships with many building contractors who will provide our company with business. We also plan to promote ourselves heavily via our website.
- 2
- 3 There are six local competitors; two have filed Chapter 11, and two are family-owned businesses that are vying for commercial painting contracts. Two are good competitors but lack our marketing and management skills.
- 4 We request a \$500,000 loan to start this house painting firm. We would like to repay your bank over five years. The source of repayment is from the cash flow of the business. Our secondary source of repayment is from collateralized equipment. Our homes and business assets are offered as collateral. Their equity value is \$500,000.
- 5 Attached is our business plan which backs up our request. If you have any questions, please call me at (123) 456-7890.
- 6 Respectfully,
George Painter
George Painter

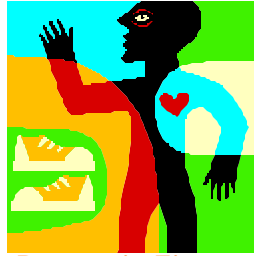
Brandon Smith
Brandon Smith

- 1 -- List the purpose of the loan (starting, buying, or expanding a business). Include owners' names and experience. Briefly mention your products and services.
- 2 -- List your markets (who your customers are).
- 3 -- Include key facts about your competition. "The Competition" section explains this detail.
- 4 -- Fill in how much money you are requesting and for how many years. List the source of re-payment (the loan is usually repaid by the cash flow of your business). List the secondary source of repayment. This is usually collateral which includes business and personal assets, stocks, savings bonds, and real estate. Also, fill in the equity value of these assets.
- 5 -- Tell the lender who should be contacted and list a telephone number.
- 6 -- Be sure to use signature(s) and typed name(s).

Executive Summary: Business Description

1 General:

Name: Dynamic Fitness
Address: 19 Timber Lane, June Bug, Texas, 37852
Phone: 123.456.789 Fax: 198.654.3210
Website: <http://www.dynamic>



Owners :

- 2 Sandy Goodman: 20 Oak Street, June Bug, Texas, 37852
Phone: 123.456.7890 Social Security #: 123.45.6789
Over five years of experience in fitness management and ten years as a physical therapist. Worked for several companies in the fitness industry providing physical therapy services.

Charles Fit: 18 Pine Street, June Bug, Texas, 37852
Phone: 123.456.7892 Social Security #: 189.26.5432
Twenty-five years of experience as a manager/owner of large fitness establishment.

- 3 **Legal Status:** Partnership

- 4 **Purpose:** Provide superior fitness facilities with in-house physical therapy services.
Status: Start-Up. Will open October 15, 2005

- 5 **Business Type:** Service

- 6 **Products/Services:** On-site, direct access physical therapy services. Fitness training, supervision, fitness classes and nutrition classes.

- 7 **Reasoning:** Both partners have 30 years of combined experience in fitness management. Physical therapy and fitness training/supervision will be provided by an experienced team of physical therapists and athletic trainers. A certified dietician will provide nutrition counseling and classes.

1 -- General:

List the business name, location, mailing address, telephone, and fax number.

2 -- Owners:

List each owner's name, business title, telephone number, and social security number. Include a brief description of owners and managers (experience and credentials in running the business).

3 -- Legal Business Description:

Sole proprietorship, partnership, S or C corporation, or limited liability corporation

4 -- Purpose:

Describe the intent of your business.

5 -- Type of Business:

Retail, wholesale, service, manufacturing, contracting, professional, importing/exporting

6 -- Products and Services

7 -- Reasoning:

List reasons for starting, buying, or expanding business.

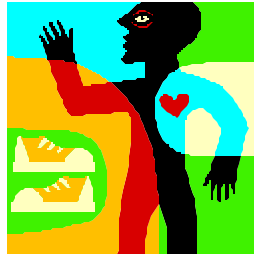
SBANC Pointer: Include:

- **resumes for owners and managers;**
- **detailed industry information;**
- **and seasonal business information.**

Executive Summary: Business Description

8 Goals:

Current: Bring profitable status that will equal or exceed current income levels. Create relationships with clients. Build etc...



Dynamic Fitness

Long-Term: In four years, we will have 3,000-4,000 clients. Hire administrative persons, etc...

9 Industry: Three fitness centers exist in our territory. One center will be a direct competitor, it being the only center to offer physical therapy in-house. We will be the only establishment to offer physical therapy on a direct access basis. We will also offer state-of-the-art fitness equipment by updating equipment on a quarterly basis.

10 Business Schedule : Monday-Friday: 5:00 a.m. - 12:00 p.m.
Saturday: 6:00 a.m. - 10:00 p.m. and Sunday: 7:00 a.m. - 6:00 p.m. Closed on major holidays.

Professional Relationships

11 Accountant:
John Smithe, CPA, 234 Weeping Willow Lane, June Bug, Texas 37852
Phone: 123.456.7893

Attorney:
Sarah Law, Law & Order, 43 Holly Bush Blvd., June Bug, Texas, 37852
Phone: 123.456.7894, Fax: 123.456.7895

Banker:
John Cash, Bank Deluxe, 87 Crepe Myrtle Lane, June Bug, Texas, 37852
Phone: 123.456.7896, Fax: 123.456.7897

Insurance Agent:
Jessica Trouble, Fit Insurance Company, 432 Gardenia Street, June Bug, Texas, 37852
Phone: 123.456.7898, Fax: 123.456.7899

8 -- Goals:

Include both current and long-term projections.

9 -- Industry:

Talk about what is going on in your industry, including economic trends, outlook, growth patterns and forecasts. Keep this section short. Explain more fully in the marketing section.

10 -- Business Schedule:

Months, days, and hours your business will be open in operation. Is the business seasonal? If so, show how you will adjust your time, schedule, inventory, and personnel.

11 -- Professional Relationships:

Include name, address, and telephone/fax numbers for you accountant, attorney, banker, and insurance agent.