



TENANT APPLICATION

The American Dream Project connects entrepreneurs with brick and mortar spaces to facilitate the vision of new and expanding American businesses. The initiative is run by Hull Property Group, a retail real estate company. Our goal is to support small businesses, makers and entrepreneurs of all types to create properties where both local businesses and national brands can thrive. Please complete the application below so we can better get to know you and your business. We look forward to working together!

Proposed Store Name

Proposed Opening Date

Property

Merchandise Category

ABOUT YOURSELF

We want to get to know you! Tell us a little bit about yourself by completing the section below.

APPLICANT DETAIL	BUSINESS DETAILS
Individual's Name:	Business Name:
Residence Street Address:	FEI Number:
City, State, Zip:	Business Street Address:
Personal Email:	City, State, Zip:
Cell Phone:	Business Phone:
Highest Level of Education:	Business Email:
Year Degree was Completed:	Website:
Check the social media platforms your business uses:	Facebook Instagram Twitter Online Store

EXPERIENCE

Feel free to attach a resume if you would like to provide further details.

Job Title:	From:	To:
Employer:		
Job Title:	From:	To:
Employer:		



ABOUT YOUR BUSINESS

Below you'll find questions to help us understand more about your business operations, vision and future goals.

- A. Please describe your business.

- B. What is your mission statement?

- C. What is your vision for the future of your business? Where do you see your business in 1 year? 5 years?

- D. Describe the merchandise you sell.

- E. Where do you purchase your merchandise?
Do you go to market and if so where and how often? Are you a maker and if so, how do you acquire your goods to make your products?

- F. How do you currently sell your merchandise?
Are you selling in a brick and mortar, online or both? Please provide as much detail as possible about your current sales platform(s).

- G. If applicable, how much of your sales are attributed to each of these platforms?

- H. What is your cost of goods sold? Describe your markup on those goods.

- I. Describe your business expenses? What is your biggest expense in operating your business?

- J. Describe your ideal space. Include size, layout, look, feel and any other relevant details.



OPERATIONS WORKBOOK

Complete the below to gain an overview of projected sales, expenses and growth for your business.

- A. Outline the furniture, fixtures and equipment you would need to open your proposed storefront. What are your estimated costs associated with these items?
 E.g. Cash wrap, merchandise racks, point of sale or other electronics, etc.
- B. How much would you anticipate needing to invest to fully merchandise your proposed storefront before opening?
- C. Complete the fields below to help us understand your current and future performance. See the next page for sample cash flow statements and calculations that may be helpful for projections.
- Start with gross sales and enter in your cost of goods
 - Wages = number of hours x number of employees x wage
 - Credit card fees depend on provider, a good metric is 2-3%
 - Utilities include electricity, water, trash and internet

EXISTING BUSINESS			NEW STOREFRONT PROJECTIONS		
SALES	Gross sales		SALES	Gross sales	
INVENTORY	Cost of goods sold		INVENTORY	Cost of goods sold	
	Income from sales			Income from sales	
EXPENSES	Wages		EXPENSES	Wages	
	Payroll Taxes			Payroll Taxes	
	Credit Card Fees			Credit Card Fees	
	Insurance			Insurance	
	Advertising			Advertising	
	Licenses/Permits			Licenses/Permits	
	Supplies			Supplies	
	Utilities			Utilities	
	MISC			MISC	
	Total Expense			Total Expense	
NET PROFIT BEFORE RENT			NET PROFIT BEFORE RENT		
	Current Rent			Projected Rent	
NET PROFIT AFTER RENT			NET PROFIT AFTER RENT		



SAMPLE CASH FLOW WORKSHEET

Exhibit 1 is an example of a cash flow statement for a sample business with gross sales of \$225,000. Assumptions in the example calculations were figured using the following metrics for a 2,000 square foot space.

- Cost of goods sold: 40% of gross sales
- Wages: 3744 hours x 1.5 employees x \$10/hr
Wages in this example are based on operating maximum hours from 10am-9pm Monday-Saturday and Sunday from 12-6pm
- Utilities:
 - Electricity - \$2.00 per square foot
Electricity for a retail space cost analysis is typically estimated at \$2-\$3.50 psf
 - Water - \$0.35 per square foot
Water for a retail space cost analysis is typically estimated at .35-.50 psf
 - Internet \$100 per month
Internet for a retail space cost analysis is typically estimated at \$100-\$200 depending on capacity needed

Exhibit 2 demonstrates how sales growth increases net profit. By doubling sales, the sample business below grows their net profit before rent from \$57,000 to \$189,000, an increase of 230%. As a business increases sales, fixed expenses such as wages, utilities, insurance remain the same resulting in a dramatic positive impact on net profit.

With access to increased traffic, marketing efforts and other benefits associated with a strong brick-and-mortar location, doubling sales is an achievable target. We aim to connect entrepreneurs with such locations and empower businesses with the tools to understand the financial investment and reward of operating a storefront.

Exhibit 1			Exhibit 2		
SAMPLE BUSINESS YEARLY CASH FLOW AT \$225,000 ANNUAL SALES VOLUME			SAMPLE BUSINESS YEARLY CASH FLOW AT \$450,000 ANNUAL SALES VOLUME		
SALES	Gross sales	\$ 225,000	SALES	Gross sales	\$ 450,000
INVENTORY	Cost of goods sold	\$ 90,000	INVENTORY	Cost of goods sold	\$ 180,000
	Profit from sales	\$ 135,000		Profit from sales	\$ 270,000
EXPENSES	Wages	\$ 56,000	EXPENSES	Wages	\$ 56,000
	Payroll Taxes	\$ 3,000		Payroll Taxes	\$ 3,000
	Credit Card Fees	\$ 3,000		Credit Card Fees	\$ 5,000
	Insurance	\$ 3,000		Insurance	\$ 3,000
	Advertising	\$ 2,000		Advertising	\$ 2,000
	Licenses/Permits	\$ 1,000		Licenses/Permits	\$ 1,000
	Supplies	\$ 2,000		Supplies	\$ 3,000
	Utilities	\$ 6,000		Utilities	\$ 6,000
	MISC	\$ 2,000		MISC	\$ 2,000
	Total Expense	\$ 78,000		Total Expense	\$ 81,000
Net Profit Before Rent		\$ 57,000	Net Profit Before Rent		\$ 189,000



FINANCIALS

The following information is required to lease a commercial space at the property. All information provided is confidential and is helpful in advocating for the funding needed toward space improvements and other co-investment opportunities.

Personal Financial Statement as of _____, 20____

Please attach most recent personal and business tax returns.

BALANCE SHEET			
Assets	In Dollars	Liabilities	In Dollars
Cash - See Schedule A		Notes Payable - See Schedule E	
Stocks and Bonds - See Schedule B		Real Estate Mortgages - See Schedule F	
Real Estate Owned - See Schedule C		Other Debts - See Schedule G	
Other Assets - See Schedule D			
TOTAL ASSETS		TOTAL LIABILITIES	
NET WORTH (total assets - total liabilities)			

SOURCES OF INCOME	
	In Dollars
Salary, Bonuses & Commissions	
Business Income	
Real Estate Income	
Other Income	
TOTAL	

LEGAL ACTIONS		
Has any tax lien ever been filed against you?	YES	NO
Are you a defendant in any suits or legal actions?	YES	NO
Have you ever declared bankruptcy?	YES	NO
If any of the foregoing answers are "YES", please explain below:		



SCHEDULES

SCHEDULE A - CASH

Name & Address of Bank	Account in the name of	Account Balance	Account Number

SCHEDULE B - STOCKS & BONDS

Name of Issuer	Total Number of Shares or Face Value	Issued in the name of	Are these pledged?	Market Value

SCHEDULE C - REAL ESTATE OWNED

Address & Type of property	Title in name of	Dated Acquired	Cost	Market Value	Monthly Payment	Mortgage Amount

SCHEDULE D - OTHER ASSETS

Type	Title in name of	% of Ownership	Date Acquired	Cost	Market Value	Montly Payment	Mortgage Payment

SCHEDULE E - NOTES PAYABLE

Name & Address of Lender	Credit in name of	Account Balance	Secured or Unsecured	Address & Type of Property



SCHEDULE F - REAL ESTATE MORTGAGES

Name & Address of Lender	Title in name of	Monthly Payment	Mortgage Amount	Address & Type of Property

SCHEDULE G - OTHER DEBTS

Name & Address of Lender	Type of Debt	Title in name of	% of Ownership	Monthly Payment	Address & Type of Property

The information contained herein is provided for the purpose of leasing space from Hull Property Group, LLC. Each undersigned understands that Hull Property Group, LLC is relying on the information provided herein (including the designation made as to ownership of property) in deciding whether to lease space to the undersigned. Each undersigned represents and warrants that the information provided is true and complete and that Hull Property Group, LLC may consider this statement as continuing to be true and correct until a written notice of a change is given to Hull Property Group, LLC by the undersigned. Hull Property Group, LLC is authorized to make all inquiries it deems necessary to verify the accuracy of the statements made herein, and to determine the creditworthiness of the undersigned Applicant acknowledges that typing Applicant's name shall be a valid and binding signature under this Application and Hull Property Group, LLC may rely on such signature as if Applicant had signed by hand. Hull Property Group, LLC is authorized to answer questions about the credit experience Hull Property Group, LLC has had with the undersigned.

Signature (individual): _____

S.S. No.: _____ DOB: _____

Date Signed: _____

Signature (other party): _____

S.S. No.: _____ DOB: _____

Date Signed: _____

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