



AUXANO STORAGE DEVELOPMENT PLAN

JASON DROHN, CHELSEY YENNY
10215 W MAIN ROAD
NORTH EAST, PENNSYLVANIA 16428

DECEMBER 2022
JASON@LEVELINGUPLLC.COM
814-397-7622



**10215 W MAIN ROAD
NORTH EAST, PA 16428**

1 | OVERVIEW

EXECUTIVE SUMMARY

10215 W MAIN LLC (REFERRED TO FROM HEREON IN AS THE "COMPANY") IS ESTABLISHED AS A LIMITED LIABILITY COMPANY AT 10215 W MAIN RD, NORTH EAST, PENNSYLVANIA 16428 WITH THE EXPECTATION OF RAPID EXPANSION IN THE PROPERTY MANAGEMENT AND REDEVELOPMENT INDUSTRY. THE COMPANY SOLICITS FINANCIAL BACKING IN ORDER TO BE ABLE TO INTRODUCE ITS NEW SERVICE (DESCRIBED BELOW).

BUSINESS DESCRIPTION

THE MAIN OBJECTIVE OF THIS DOCUMENT IS TO DETAIL THE BUSINESS PLAN FOR 10215 W MAIN LLC, A PENNSYLVANIA STATE COMPANY HEADED BY JASON DROHN AND CHELSEY YENNY, WHICH WILL OWN THE CLOSURE AT 10215 W MAIN RD, NORTH EAST PA 16428 IN THE BEGINNING OF 2023.

AFTER BUILDING A MULTI-MILLION DOLLAR MARKETING AGENCY THAT OWNS SEVERAL BRANDS AND WORKING WITH HUNDREDS OF BUSINESSES TO PRODUCE TENS OF MILLIONS OF DOLLARS IN REVENUE, JASON AND CHELSEY ARE POSITIONING THEIR TEAM TO REDEVELOP AND CREATE SUSTAINABLE RECURRING REVENUE IN COMMERCIAL REAL ESTATE.

SPACE RENTED IN THE THE 10215 W MAIN ST LOCATION WILL BE RENTED BY JASON AND CHELSEY'S COMPANIES:

LEVELING UP LLC (EXISTING)



AUXANO FITNESS LLC (EXISTING)



AUXANO FITNESS

DONE FOR YOU OPERATIONS LLC
(EXISTING)



RV/BOAT STORAGE
(YET TO BE NAMED)

???

MANAGEMENT TEAM

CEO | JASON DROHN

- 17 YEARS IN THE BUSINESS DEVELOPMENT & INTERNET MARKETING SPACE.
- 850 CLIENTS GLOBALLY
- 10,000+ DIGITAL MARKETING AND STARTUP STUDENTS
- TENS OF MILLIONS GENERATED FOR OUR CLIENTS ANNUALLY...
- RESPONSIBLE FOR SPENDING APPROXIMATELY \$500,000 A MONTH IN AD BUDGET FOR OUR CLIENTS

CFO | JAMIE LEARN

- MANAGES FINANCES FOR ALL ASPECTS OF LEVELING UP, LLC, AUXANO ONE & 1-9 E. MAIN
- 10+ YEARS EXPERIENCE
- PAYROLL FOR LEVELING UP
- PROPERTY CONCIERGE

AGENCY DIRECTORS |

JEFF CLORLEY AND SHANE PARK

PROJECT MANAGER | ALINA COBB

AUXANO OPERATIONS | CHELSEY YENNY



A DEALERSHIP TRANSFORMED INTO AN EMERGING RV/BOAT STORAGE FRANCHISE



BUSINESS MISSION

THE BUSINESS MISSION FOR 10215 W MAIN LLC IS TO REDEVELOP A CAR DEALERSHIP INTO A THRIVING MULTI-USE COMMERCIAL FACILITY ANCHORED BY RV AND BOAT STORAGE, COWORKING OFFICE SPACE, LIGHT MANUFACTURING, AND MORE!

THE PROPERTY

SPECIFICS

- 34.64 ACRES
- 31,585 SQ. FT. FACILITY

LOCATION

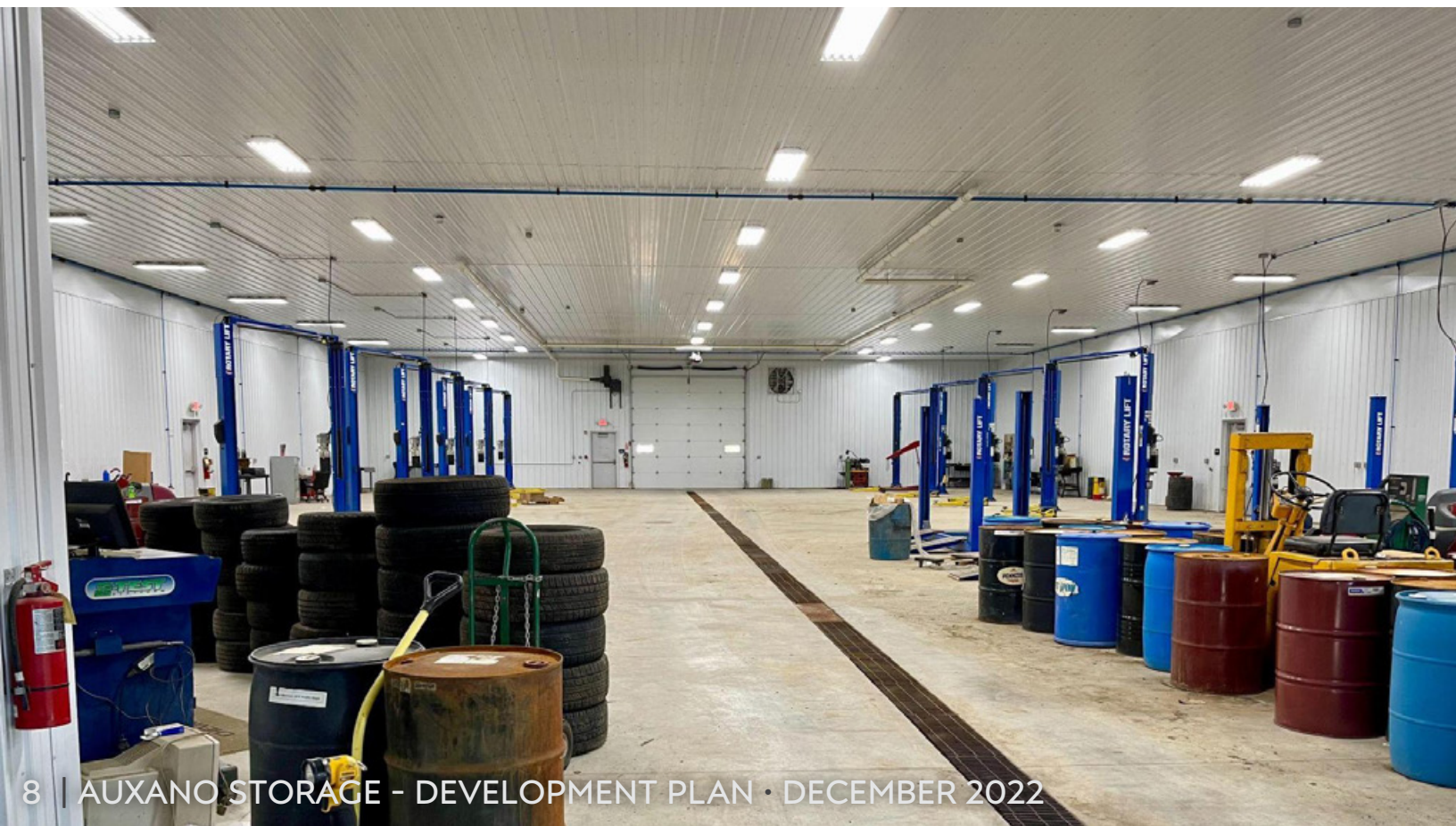
- <1 MILE AWAY FROM LAKE ERIE
- 4 STORAGE FACILITIES (NORTH EAST, PA) – NO RV/BOAT

DEAL STORY

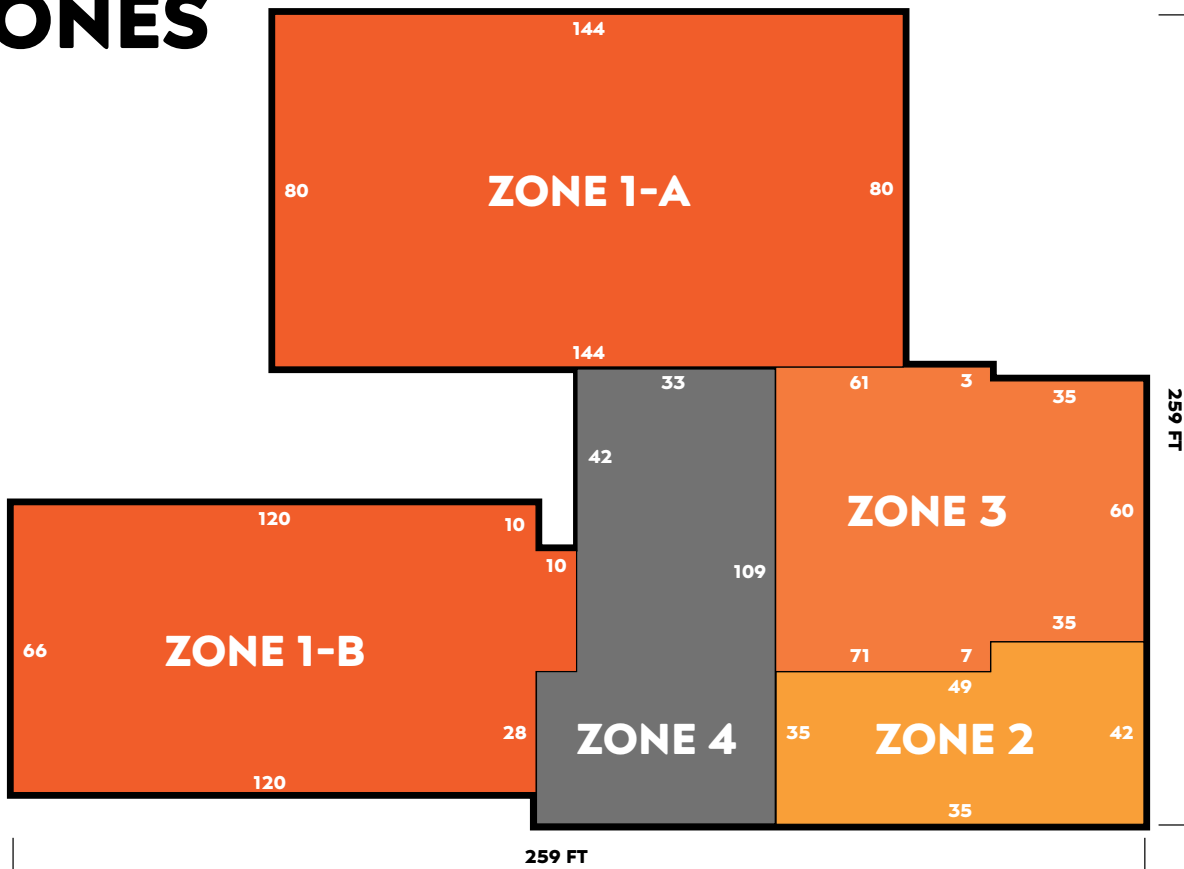
- \$2.48MILLION ASKING.
- NEGOTIATED TO \$1.9MILLION
- THE BUILDING WENT TO A SHERIFF SALE IN 2019
- PROPERTY WILL HAVE 5 IMMEDIATE INCOME STREAMS UPON CLOSING, THE BIGGEST BEING RV/BOAT STORAGE.

INCOME STREAMS

1. 18,954 SQ FT OF HEATED, INDOOR SPACE FOR RV/BOAT/COMMERCIAL STORAGE
2. 3,908+ SQ FT OF OFFICE SPACE. 12 OFFICES AND 3 OPEN-AIR OFFICE SPACES WITH 15 ADDED DESKS.
3. 1,369 SQ FT PRODUCTION FLOOR FOR LIGHT MANUFACTURING WITH DOCK DOOR
4. 3,610 SQ FT FOR CROSSFIT GYM, JU JITSU, SPORTS TRAINING
5. 20 ACRES OF CASH PRODUCING GRAPES



ZONES

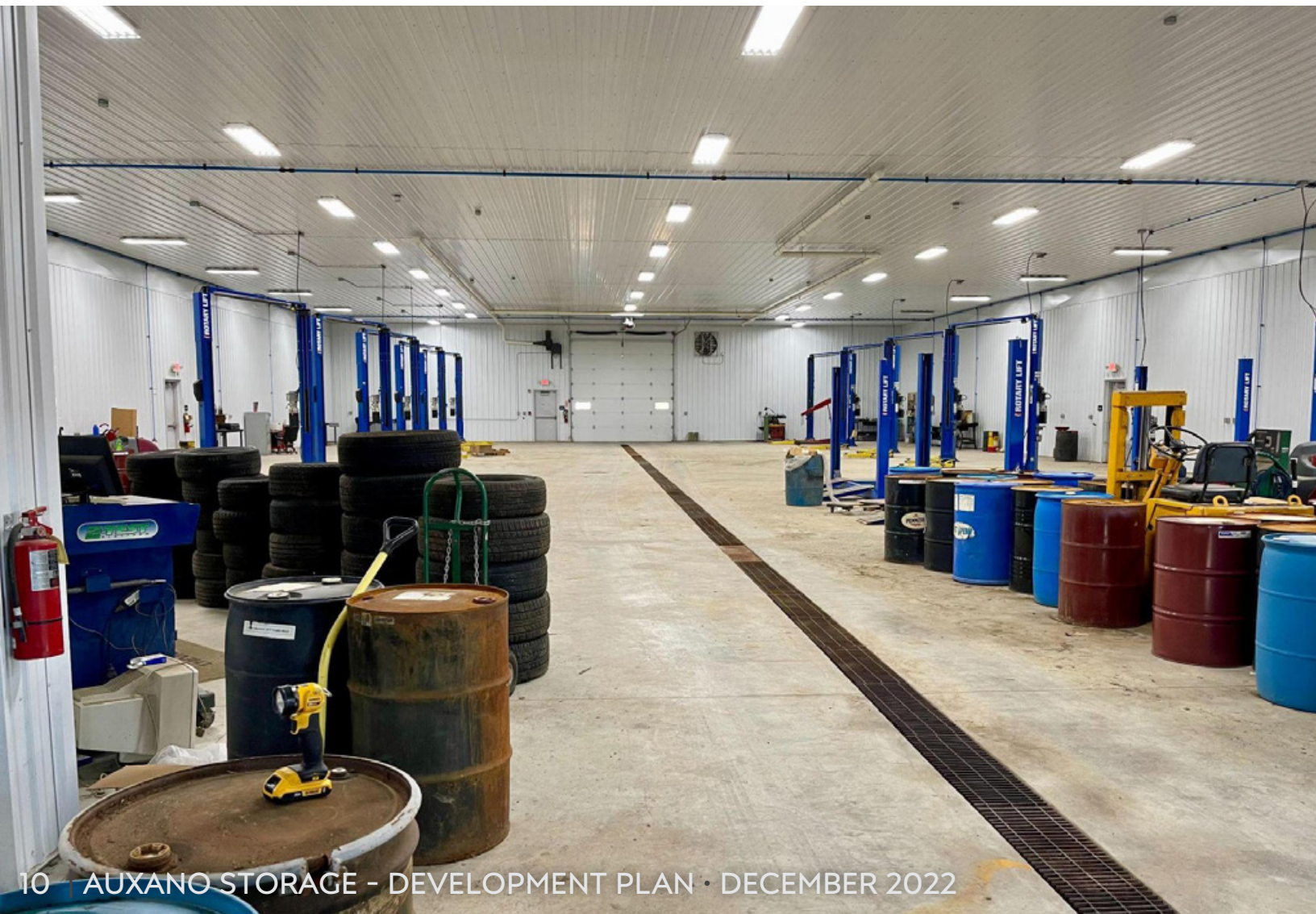


ZONE TYPE	SQ FT	PERCENT OCCUPIED	\$ SQ FT	MONTHLY REVENUE
ZONE 1 : HEATED SELF STORAGE	18,954	75%	\$2.00	\$28,431.00
ZONE 2 : OFFICES	3,908	75%	\$4.00	\$11,724.00
ZONE 3 : LIGHT MANUFACTURING	1,369	100%	\$0.75	\$1,026.75
ZONE 4 : GYM/SPORTS COMPLEX	3,610	100%	\$1.00	\$3,610.00
TOTAL INTERIOR MONTHLY REVENUE :				\$44,791.75

EXPENSES

FORECASTED EXPENSES	MONTHLY
NATURAL GAS ¹	\$447.76
ELECTRIC	\$260.76
INSURANCE	\$2,845.83
WATER / SEWER	\$128.73
PROPERTY MANAGEMENT	2,000.00
*TOTAL FORECASTED MONTHLY EXPENSES	\$5,681.08

¹GAS WELL ON PROPERTY | ²MORTGAGE NOT INCLUDED



Z1 RV / BOAT STORAGE

- 18,954 SQUARE FEET WITH RADIANT, FLOOR HEAT AND A GAS WELL ON THE PROPERTY.
- COMPETITIVE RATES ARE \$2 PER SQUARE FOOT OR \$24 PER LINEAR FOOT.
- ASSUMING 75% CAPACITY, MONTHLY REVENUE IN BOTH STORAGE SPACES **WILL BE \$28,431.00 PER MONTH AND BACKED BY SEASONAL OR ANNUAL CONTRACTS.**
- YEAR OVER YEAR CHANGE
- RV STORAGE – 82% GROWTH – 90,500 SEARCHES NATIONALLY
- BOAT STORAGE – 173% GROWTH – 60,500 SEARCHES NATIONALLY
- ALL THE PEOPLE WHO BOUGHT BOATS AND RVS DURING COVID NEED A PLACE TO STORE THEM.

RV / BOAT STORAGE (A) BACK WAREHOUSE
EXTERIOR



RV / BOAT STORAGE (A) BACK WAREHOUSE
EXTERIOR



RV / BOAT STORAGE (A) BACK WAREHOUSE
EXTERIOR



RV / BOAT STORAGE • (A) BACK WAREHOUSE
INTERIOR



RV / BOAT STORAGE (A) BACK WAREHOUSE
INTERIOR



RV / BOAT STORAGE (B) FRONT WAREHOUSE
EXTERIOR



RV / BOAT STORAGE
(B) FRONT WAREHOUSE
INTERIOR



RV / BOAT STORAGE (B) FRONT WAREHOUSE
INTERIOR



RV / BOAT STORAGE (B) FRONT WAREHOUSE
INTERIOR



Z2 | OFFICES

- 3,908 SQUARE FEET OF OFFICE SPACE WITH BATHROOMS, RADIANT FLOOR HEAT AND HVAC.
- 12 TOTAL OFFICES WITH 3 OPEN AIR SPACES AND ROOM FOR 15 CO-WORKING STYLE DESKS
- OFFICES WILL BE LEASED OUT FOR \$4 PER SQ FT.
- COMMON KITCHEN AND LOUNGE AREA INCLUDED
- AT 75% FULL, MONTHLY REVENUE **WILL BE \$11,724.00 PER MONTH WITH ANNUAL CONTRACTS.**

OFFICES (C) LOBBY
INTERIOR



OFFICES (C) OFFICE C
INTERIOR



OFFICES (C) OFFICE C
INTERIOR



OFFICES (C) OFFICE B
INTERIOR



OFFICES (C) OFFICE A
INTERIOR



OFFICES (C) WAITING ROOM
INTERIOR



OFFICES (C) LOBBY INTERIOR



OFFICES (C) LOBBY INTERIOR



OFFICES (C) INTERIOR



OFFICES (C) ENTRYWAY INTERIOR



OFFICES (C)
INTERIOR



OFFICES (C) OFFICE D
INTERIOR



OFFICES (C) GROUP OFFICE
INTERIOR



OFFICES (C) GROUP OFFICE
INTERIOR



OFFICES (C) OFFICE E
INTERIOR



OFFICES (C)
INTERIOR



Z3 | LIGHT MANUFACTURING

- 1,369 SQUARE FEET OF LIGHT MANUFACTURING SPACE FOR EMBROIDERY, SILK SCREENING, STORAGE, ETC.
- LOADING DOOR OPENS TO THE PARKING LOT
- AMPLE STORAGE AND RACKS INCLUDED
- AT 75 CENTS PER SQUARE FOOT, THIS SPACE **WILL BRING IN \$1,026.75 PER MONTH.**

LIGHT MANUFACTURING (RIGHT B)
INTERIOR



LIGHT MANUFACTURING (RIGHT B)
INTERIOR



LIGHT MANUFACTURING (RIGHT B)
INTERIOR



Z4 | GYM & RETAIL AREA

- 3,610 SQUARE FEET OF OPEN SPACE FOR A GYM AND PERSONAL TRAINING FACILITY.
- FEATURING BODY WEIGHT EXERCISES AND FUNCTIONAL FITNESS ACTIVITIES.
- PERSONAL NUTRITION AND COACHING
- AT \$1.00 A SQ FT, THIS SPACE **WILL BRING IN \$3,610.00 PER MONTH.**

GYM & RETAIL AREA INTERIOR



GYM & RETAIL AREA INTERIOR



GYM & RETAIL AREA
INTERIOR



GYM & RETAIL AREA
INTERIOR



GYM & RETAIL AREA
INTERIOR



GYM & RETAIL AREA
INTERIOR



2 | BUSINESS SUMMARY

INDUSTRY OVERVIEW

THERE ARE 5,520 RV AND BOAT OWNERS IN A 50 MILE RADIUS OF THE 10215 W MAIN LOCATION.

YEAR OVER YEAR CHANGE:		
RV STORAGE	82% GROWTH	90,500 SEARCHES NATIONALLY
BOAT STORAGE	173% GROWTH	60,500 SEARCHES NATIONALLY

ALL THE PEOPLE WHO BOUGHT BOATS AND RVS DURING COVID NEED A PLACE TO STORE THEM.

RESEARCH SHOWS THAT CONSUMERS IN THIS INDUSTRY PRIMARILY FOCUS ON THE FOLLOWING FACTORS WHEN MAKING PURCHASING DECISIONS:

- AVAILABILITY
- LOCATION
- PERKS (HEATING, ACCESS, CLEANLINESS)
- PRICE

PRICE IS THE 4TH FACTOR IN CONSIDERING STORAGE. AVAILABILITY IS THE FIRST. THERE IS A NATIONAL SHORTAGE IN HEATED STORAGE FACILITIES.

SHORT TERM: WITHIN 1 YEAR

- AVAILABILITY
- LOCATION
- PERKS (HEATING, ACCESS, CLEANLINESS)
- PRICE

LONG TERM:

- 100% OCCUPIED IN RV/BOAT STORAGE
- 100% OCCUPIED IN OFFICE LEASES
- 100% OCCUPIED IN LIGHT MANUFACTURING
- 100% OCCUPIED IN GYM/FITNESS SPACE
- ADDITIONAL WAREHOUSES ADDED TO THE 33 ADDITIONAL ACRES TO EXPAND STORAGE, MANUFACTURING, AND FITNESS.

LEGAL ISSUES:

THE COMPANY AFFIRMS THAT ITS PROMOTERS HAVE ACQUIRED ALL LEGALLY REQUIRED TRADEMARKS AND PATENTS.

3 | MARKETING SUMMARY

TARGET MARKETS

THE COMPANY'S MAJOR TARGET MARKETS ARE AS FOLLOWS:

**RV AND BOAT OWNERS WITHIN A
5 MILE RADIUS OF ERIE, PENNSYLVANIA**

THE ESTIMATED NUMBER OF POTENTIAL CLIENTS WITHIN THE COMPANY'S GEOGRAPHIC SCOPE IS 5,520.

PRICING STRATEGY

THE COMPANY HAS COMPLETED A THOROUGH ANALYSIS OF ITS COMPETITORS' PRICING. KEEPING IN MIND OUR COMPETITION'S PRICING AND THE COSTS OF CUSTOMER ACQUISITION, WE HAVE DECIDED ON THE FOLLOWING PRICING STRATEGY:

- **RV/BOAT STORAGE** | \$2 PER SQ FT
- **LIGHT MANUFACTURING** | \$.75 PER SQ FT
- **OFFICE** | \$4 PER SQ FT
- **GYM/RETAIL** | \$1 PER SQ FT
- **GRAPE CROPS** | 20%+ OF YIELD

PROMOTIONAL STRATEGY

THE COMPANY WILL PROMOTE SALES USING THE FOLLOWING METHODS:

DEPLOYING A WEBSITE FEATURING THE SPACE WITH CONTENT MARKETING

TYING INTO THE 1500 HAYNES HOUSE FACEBOOK FOLLOWERS WE ALREADY HAVE IN NORTH EAST

- SOCIAL MEDIA MARKETING ON FACEBOOK, INSTAGRAM
- LOCATION BASED DIGITAL MARKETING USING GOOGLE PPC SEARCH, RETARGETING, AND FACEBOOK ADS.
- PRE-SELLING STORAGE SPOTS FOR THE FALL/WINTER 2023 SEASON IMMEDIATELY AFTER CLOSING ON PROPERTY
- PRE-SIGNING LEASES FOR THE PROPERTY OFFICE SPACE

SWOT ANALYSIS

STRENGTHS

- PLENTIFUL COVERED, HEATED SPACE FOR RV/BOAT STORAGE
- 12 FT / 14 FT TALL GARAGE DOORS IN WAREHOUSES
- FINISHED OFFICE SPACE THAT CAN BE REDEVELOPED TO MAXIMIZE RENTAL INCOME
- VERY NICE COMMON AREAS TO ADD VALUE TO ANYONE IN THE BUILDING.
- WITH INCREASED SALES OF RV'S AND BOATS DURING COVID, OWNERS ARE LOOKING TO STORE THEIR VEHICLES IN A HEATED, SECURE, AND CONTROLLED SPACE.

WEAKNESSES

- CLOSING WILL HAPPEN AFTER THE PRIME RENTAL SEASON IN ERIE, PA. THE SUMMER AND FALL OF 2023 WILL BE WHEN CONTRACTS START GETTING BOOKED
- LOCATION IS ON 34 ACRES WHICH IS GOOD FOR EXPANSION AND THE ABILITY TO EXPAND INTO EXTERIOR STORAGE IN 2023, BUT BAD FOR THE IMMEDIATE PURCHASE PRICE

OPPORTUNITIES

- RESIDENTS WHO ARE STORING IN NEW YORK AND OHIO CAN BRING THEIR VEHICLES CLOSER TO HOME
- THE ROOM TO ADD ADDITIONAL WAREHOUSES FOR STORAGE IN THE REMAINING ACREAGE
- ADDITIONAL REVENUE OPPORTUNITIES LIKE OUTSIDE STORAGE, BILLBOARD ADVERTISING (ALREADY INSTALLED), AND ADDING MORE GRAPES.

THREATS

- LOCAL COMPETITORS, BUT MOST ARE CURRENTLY FULL AND NOT ACCEPTING NEW CUSTOMERS.
- INCREASED EXPENSES LIKE GAS AND ELECTRICITY. THE GAS WELL ON THE PROPERTY WILL HEDGE AGAINST FUEL COST.

COMPETITION

IN THE RV AND BOAT STORAGE INDUSTRY, CUSTOMERS MAKE CHOICES BASED UPON:

- AVAILABILITY
- LOCATION
- PERKS (HEATING, ACCESS, CLEANLINESS)
- PRICE

THE LEVEL OF COMPETITION IS MODERATE. MOST OF THE COMPETITIVE BUSINESSES IN THE SPACE ARE FULLY BOOKED WITH INTERIOR STORAGE.

THE PRIMARY COMPETITORS FOR THE BUSINESS ARE THE FOLLOWING:

- SECURED STORAGE LLC
- AUTO BOAT & RV STORAGE
- RAK PROPERTIES
- MIDTOWN STORAGE
- SUPREME STORAGE & WAREHOUSING
-

WE RESEARCHED THESE AND MOST ARE AT FULL CAPACITY. ALL OFFER DIFFERENT PRICING MODELS, COMPARABLE TO WHAT WE WILL BE ROLLING OUT.

MOST OF THE ABOVE COMPETITORS STORE THEIR CUSTOMERS' VEHICLES OUTSIDE AND HAVE MINIMAL INTERIOR SPACE. WE WILL HAVE ALMOST 19,000 SQ FT OF INTERIOR SPACE AVAILABLE, OUTSIDE SPACE, AND THE ABILITY TO ADD ON MORE.

FUNDING REQUEST

THE COMPANY REQUESTS A MORTGAGE OF \$1,295,000 TO COVER 70% OF THE PURCHASE PRICE FOR THE PROPERTY.

IN ADDITION, THE COMPANY IS SOLICITING INVESTORS FOR AN ADDITIONAL \$800,000 IN THE FORM OF A PPM TO BE USED FOR THE FOLLOWING PURPOSES:

REDEVELOPMENT OF THE EXISTING SPACES, INCLUDING SECURITY ENHANCEMENTS LIKE VIDEO FEEDS AND BREAK SENSORS, RFID DOOR KEYS, ROOF REPAIR, HEATING UPGRADES (TYING GAS WELL INTO HEAT SYSTEM), AND SIGNAGE.

JASON DROHN WILL BE INVESTING \$200,000 PERSONALLY.

LONG-TERM DEBT PAYMENT IS A KEY FEATURE OF THE COMPANY'S FINANCIAL PLAN.

- WE EXPECT TO BREAK EVEN ON MONTHLY OUTLAY 6 MONTHS AFTER CLOSING.
- PRIVATE INVESTORS WILL BE PAID 9% YEARLY AND WE EXPECT THAT THEY'LL BE FULLY PAID BACK IN 5 YEARS.

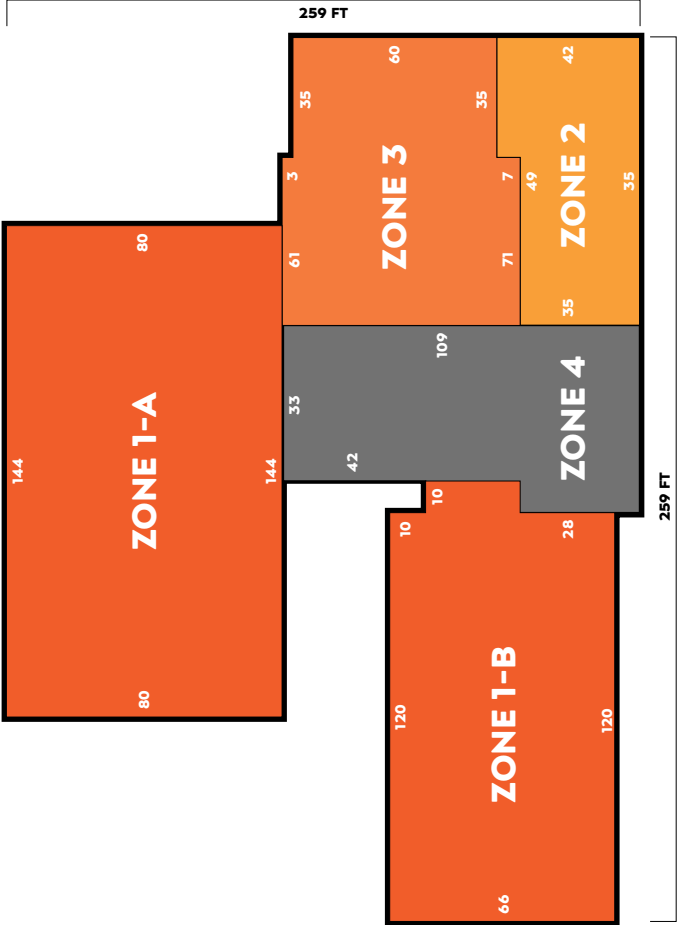
FINANCIAL PREDICTIONS SUGGEST A MINIMUM 48% RETURN ON INVESTMENT TO THE COMPANY BY THE CONCLUSION OF THE FINANCING PERIOD.

TYPE	ZONE	SIZE	SQ FT	PERCENT OCCUPIED	PRICE PER SQUARE FOOT PER MONTH	MONTHLY REVENUE	MONTHLY EXPENSES	ANNUAL - YEAR 1	ANNUAL EXPENSES	ANNUAL - YEAR 2	ANNUAL - YEAR 3	ANNUAL - YEAR 4
RV/BOAT/COMMERCIAL STORAGE (BACK WAREHOUSE)	1-A	144 FT X 80 FT	11,520	75.00%	\$2.00	\$17,280.00	\$5,681.08	\$207,360.00	\$68,172.96	\$228,096.00	\$250,905.60	\$275,996.16
RV/BOAT/COMMERCIAL STORAGE (OLD MECHANICS BAY)	1-B	118 FT X 63 FT	7,434	75.00%	\$2.00	\$11,151.00	—	\$133,812.00	—	\$147,193.20	\$161,912.52	\$178,103.77
OFFICES	2	42 FT X 84 FT	3,528	75.00%	\$4.00	\$10,584.00	—	\$127,008.00	—	\$139,708.80	\$153,679.68	\$169,047.65
OFFICES	2	19.5 FT X 19.15 FT	380	75.00%	\$4.00	\$1,140.00	—	\$13,680.00	—	\$15,048.00	\$16,552.80	\$18,208.08
LIGHT MANUFACTURING AREA WITH LOADING DOCK	3	37 FT X 36 FT	1,369	100.00%	\$0.75	\$1,026.75	—	\$12,321.00	—	\$13,553.10	\$14,908.41	\$16,399.25
FITNESS/GYM AREA	4	33 FT X 109 FT	3,610	100.00%	\$1.00	\$3,610.00	—	\$43,320.00	—	\$47,652.00	\$52,417.20	\$57,658.92
LAND (31+ ACRES)	LAND	—	—	—	—	—	—	\$0.00	—	—	—	—
- GRAPES (20 ACRES) - WE GET 20% OF GROSS	LAND	—	—	—	—	\$917	—	\$11,000.00	—	—	—	—
- BILLBOARD (REPLACE WITH LED)	LAND	—	—	—	—	\$2,000.00	—	\$24,000.00	—	—	—	—
- NOTE: WILL ADD ADDITIONAL WAREHOUSING AS NEEDED	LAND	—	—	—	—	—	—	\$0.00	—	—	—	—
TOTALS			27,841			\$47,708.42	5681.08	\$572,501.00	\$68,172.96	\$215,961.90	\$237,558.09	\$261,313.90

ADDITIONAL MONTHLY / ONE-TIME REVENUE	\$500,000.00	ANNUAL PROFIT	\$504,328.04	ANNUAL PROFIT	\$504,328.04
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FORECASTED EXPENSES	MONTHLY
NATURAL GAS¹	\$447.76
ELECTRIC	\$260.76
INSURANCE	\$2,845.83
WATER / SEWER	\$128.73
PROPERTY MANAGEMENT	2,000.00
*TOTAL FORECASTED MONTHLY EXPENSES	\$5,681.08

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